

# Starchroom



Designed for drive-in customers only, this huge new Harper Laundry, Inc., plant at Alexandria, Va., promises to add a new dimension to plant management. See page 8

Color-conscious Californians find  
new appeal in local laundries ..... Page 18

How Connecticut laundrymen fared  
in flash flood disaster ..... Page 28

New Jersey plant reduces cost of  
water softening two ways ..... Page 70



*this*

*Outstanding!*

**VELVET•RAINBOW**

**WHEEL SIZED SHIRT**

gives you the *MOST* in

*Quality - Production - Profit*

**THE HURON MILLING COMPANY**

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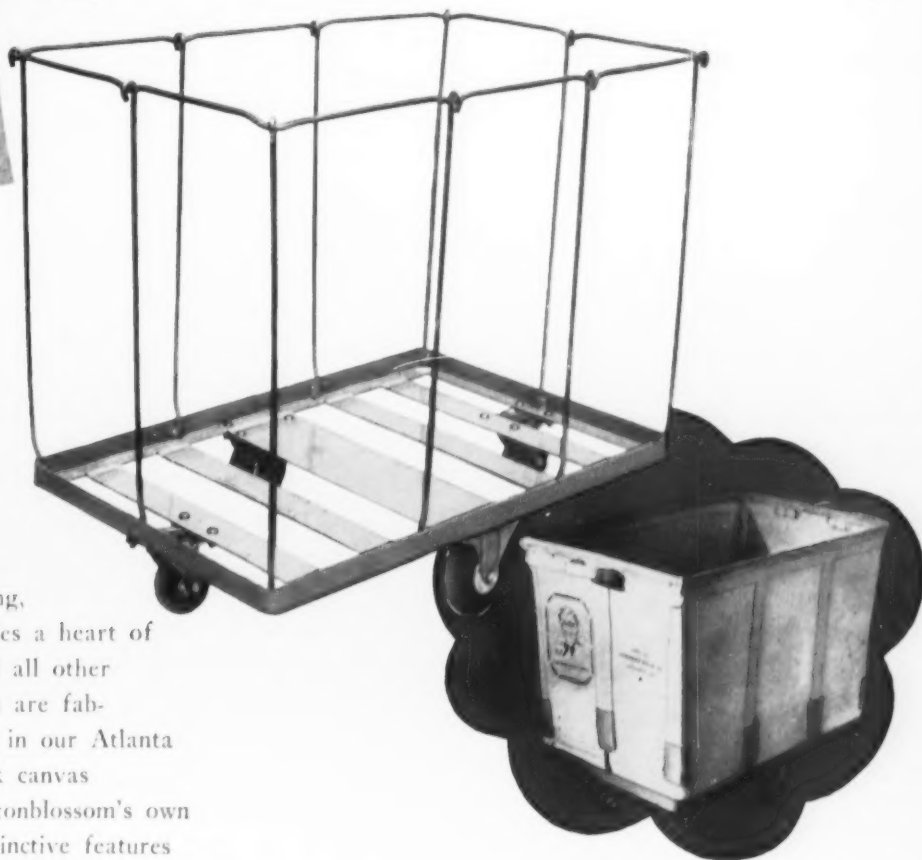
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COTTONBLOSSOM  
Laundry Textiles  
Sold by Distributors  
Everywhere

# Starchroom

## LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

### READER'S GUIDE

VOL. LXII, NO. 9, SEPTEMBER 15, 1955

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#### Hurricane Sidelights

Every catastrophe has tragedy, suspense, irony, humor, sadness, contrast, good luck and bad luck.

Three movies in Torrington, Connecticut, were featuring "Female on the Beach," "Underwater," and "Mister Roberts."

Water, which caused all the damage, became scarce and precious. The Narragansett Brewing Company shipped water to the area in beer bottles, and it was odd to see youngsters put the brown containers to their lips and drink the contents. Paper cups and plates were substituted for glasses and dishes whenever possible. Restaurants and taverns served only bottled beer, because glasses could not be washed. Rain water was used for baby clothes or used over and over to wash hands, then thrown away when black. The militia patrolled the streets, and in ravaged areas, permits were needed to enter buildings even if they belonged to you. Many national guardsmen went three days without sleep. Communication by phone was impossible. Batteries for portable radios were in demand. Lanterns and kerosene stoves were needed. Men were seen using blowtorches to heat coffee. Women saddened as food spoiled in refrigerators, and shuddered as they buried contaminated meats and vegetables in the muck near their homes.

When will it all be cleaned up? They looked as though they were burying humans.

Animals received the same treatment. Farmers and officials chose to shoot them rather than see them down and foster disease. Kids were enjoying one-o-cat baseball among the ruins, while their parents softly discussed plans for rebuilding, or sat on porches staring at the devastation.

Traffic was rerouted, and streets once used only by residents became thoroughfares. A 10-block ride in Waterbury became a 10-mile journey as one-way traffic was affected in the downtown section. The raging current demolished most of the bridges. It floated away vehicles and deposited them in a manner that saved some homes or created dams to flood others. It moved a station wagon from the east side of a house to the west side without touching the building yet, inside, clothes on a floating kitchen table remained dry.

A Winsted swimmer fought so desperately crossing the Mad River to reach help for a friend that he ended up four blocks upstream, while a swimmer in Farmington traveled 4½ miles downstream to reach the opposite shore. Both were main-street crossings. Helicopters made countless rescues, and boats of all descriptions were rushed to the area and used by officials. Hurricane Diane was uninvited, but she won't be forgotten.—R.G.

SEARCHROOM LAUNDRY JOURNAL, September, 1955. Published monthly by Business Papers Division, The Reuben H. Donnelley Corp. Gaylor Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Cyrus E. Frank, Executive Vice-President and General Counsel; Albert M. Anderson, Executive Vice-President; Harold P. Harper, Donald R. Arnold, Hamilton B. Mitchell, Giles B. McCollum, Vice-Presidents; Edward A. O'Rourke, Assistant Vice-President; Harry W. Warner, Secretary and Treasurer; Karl G. Clement, Controller. Publication Office, 169 W. Chestnut St., Lancaster, Pa., U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy. Volume LXII, No. 9. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

EDITORIAL, Executive and General Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

EASTERN Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

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**You don't deliver your bundles  
this way, do you?**



Of course, you don't. Because it's faster and more economical to use trucks. And you don't use the old hand operated gas irons either, for the same reason. The modern presses are faster, better, and cost less.

Yet many laundrymen are still mixing their own soap and builder in the old fashioned way, losing valuable time, money and energy, and never getting quite the same results twice in a row.

We think this is just a habit of doing it that way or perhaps they've been too busy to try New PRIME SOHP with Shock Troop Action.

New PRIME SOHP with S.T.A. has truly made "mixing your own" as old fashioned as the horse and wagon. For here, at last, is the one complete product which washes brilliantly clean in hot or cool water — *regardless of the degree of soil!*

A complete product which "job rates" itself to every type of load — firing barrage after barrage of reserve alkali washing power into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter *to the naked eye!*

A complete product with a chemical brain, changing instantly to the needs of any load . . . SHOCK TROOP ACTION . . . blasting free the soil, yet *protecting the fabric!*

Why does it do these things? Because New PRIME SOHP is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high! It's precision made and every grain is built the same. No separation of ingredients is possible in transit or use. PRIME SOHP does beautiful work every time.

You won't know how economical and uniform washing can be, until you've tried New PRIME SOHP with Shock Troop Action in your own washroom. All we ask is that you try it yourself. If you don't agree that PRIME SOHP lives up to everything we've said about it, then it has cost you nothing. For PRIME SOHP is sold with an unconditional money back guarantee.

Call your jobber for a supply today. You be the judge!

**Beach Soap Company**

• **Lawrence, Mass.**

*127 Years' Continuous Progress in Manufacturing of Fine Soap Products*



# The fastest bucks wear "JOMAC<sup>®</sup> 54" SCORCH-RESISTANT PADDING



Talk about speed! This big Chicago laundry, enthusiastic Jomac Press Padding users, clocked a body press at 960 shirts a day. Talk about wear! Jomac gives them 4 times more wear than double-faced flannel. Talk about quality! They report that Jomac's "embeddability"—resilience—helps prevent broken buttons, wrinkles and crow's-feet.

For both body presses and collar-and-cuff machines, Jomac's resistance to starch, scorch-resistance and durability make it your best buy in press padding. Made a full 54 inches wide, Jomac cuts down-time 75% . . . cuts press padding costs from 25% to 40%. It is an exclusive product of Jomac Inc., and is sold by leading laundry suppliers everywhere.

**FREE.** A set of Jomac Press Padding Covers for collar and cuff unit. Send us a paper pattern, plus the make and model of your press. Jomac Inc., Philadelphia 38, Pa., Dept. L.



For the best-dressed press, always place Jomac's loop side down. If necessary to fit, be sure to cut with the rib.

## JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES

# 500 TONS

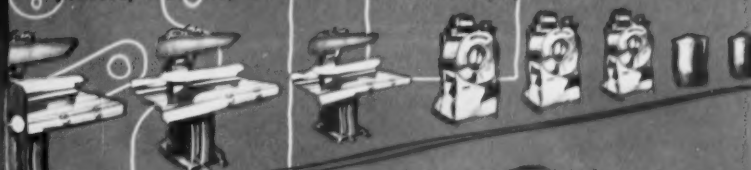
from the thousands  
of small live coils  
that give life-long resiliency  
to Prosperity press bucks,  
to the sturdy steel frames  
that house, support and align  
all precision working parts  
... all are Prosperity-made

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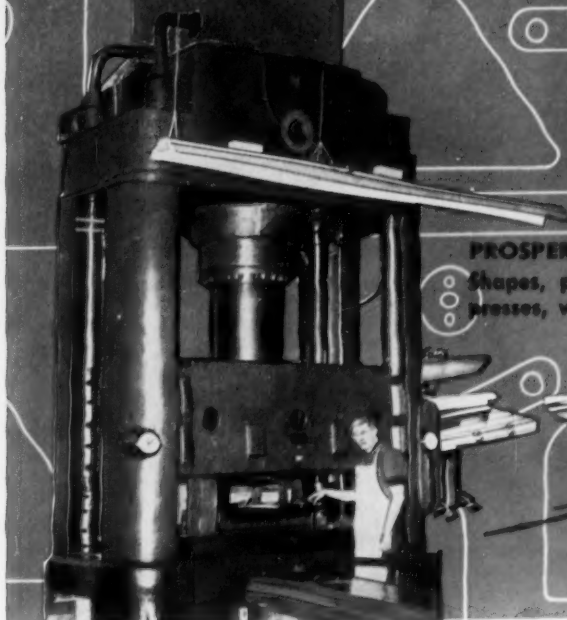
## PROSPERITY'S 500-TON HYDRAULIC PRESS . . .

Shapes, punches and forms heavy steel plate for Prosperity  
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Company Inc.

Automatic Pressing and Forming Plants for  
Synthetic Cleaning Plants and Garment Manufacturers  
Chicago, Illinois  
After Office and Factory, Syracuse 1, N. Y.  
Sales, Service and Parts in Principal Cities



## Starchroom Editorial

### The New Minimum Wage

The Federal Minimum Wage Law has been approved. The law (PL #381) increasing the minimum wage from 75 cents to \$1 an hour becomes effective on March 1, 1956.

Technically speaking, *most laundry and drycleaning businesses are exempt* from the statute and are not required to pay the dollar-an-hour minimum, nor time-and-a-half for all hours over 40 in any one week.

The only laundries and cleaning plants directly affected by the new law are those that *do not* meet these two requirements:

1. Over 50 percent of the laundry's annual dollar volume of sales must be derived from sales of services within the state in which the laundry is located.
2. And 75 percent or more of the laundry's annual sales volume must be derived from sales of laundry and drycleaning services to customers who are *not* engaged in a mining, manufacturing, transportation or communications business.

This means that a laundry must increase wages to the \$1 minimum rate if more than half of its revenue comes from out-of-state, and if more than 25 percent of its sales income results from dealings with such customers as manufacturing establishments, mining companies, bus companies, airlines, telephone companies, etc., within the meaning of the law.

While there is a general feeling of relief that our service industry, for the most part, is still exempt from the provisions of the law, some of our wiser heads view the development with justifiable concern. They have learned from past experience that laws increasing wage rates have a serious effect on their own business welfare. They anticipate certain inevitable results.

First, increased wage standards tend to encourage plant employees to look for adjustments in their own pay envelopes. And it doesn't matter whether they are unionized or not.

When the government itself steps in and raises wage standards, it also creates a pattern for new demands. In this instance, Congress saw fit to raise the wage rate 25 cents an hour. Rightly or wrongly, the worker will feel entitled to a similar increase. And any increase in the rate of the lowest paid employee will require a corresponding rate increase all the way up the ladder, to keep the normal differential on an even kilter.

Even though the laundry industry in a particular city may not be directly affected by the new law, other industries in the area may be. And if the laundry does not grant increases voluntarily, the worker will be lured to the better paying industry.

This problem of losing employees to better paying businesses is serious enough as it is. The laundry industry is not one that can pick up its equipment and move

into a lower cost area and still provide a service to its patrons. It must remain in its local trading zone and face an uneconomic situation that could easily drive it to close its doors.

Furthermore, if one laundry in a particular city falls under the terms of the law and is obliged to increase its wages to the dollar minimum, this condition is tantamount to requiring the others, not affected, to follow suit. This is particularly true where laundry plants in a given trading area are unionized and bargain collectively as a unit.

How will the laundry industry meet wage-hike demands? The obvious way is to pass on the costs to the consumer, in the form of increased prices on all services. If this doesn't force the average customer to give a second thought about buying a new washing machine, nothing will. The industry itself cannot absorb increased labor costs. As a general rule of thumb every 5-cents-an-hour increase in wages must be met by at least a 3-cent increase in prices.

In short, whenever increased costs cannot be covered by the laundry, it means that the prices to the customer must be raised. If the customer refuses to go along with the increase, volume drops and workers lose their jobs. It is a vicious circle.

But this is only the beginning. In raising the minimum wage to \$1 this year the Senate served notice that it would take up the question of increased coverage of the Act and changes in exemptions. In fact, reports have it that the hearings will be held *this* year so that the bill increasing coverage of the Wage-Hour Act can be ready for early consideration by the next session of Congress. This change in coverage is directed largely at the retail and service trades, the largest groups presently exempt from the Act.

What can we do about it? It is evident that the exemption of laundry and drycleaning establishments must be retained. Both the American Institute of Laundering and the National Institute of Drycleaning have been doing everything they can to protect our interests in Washington. But Congress has adjourned until January 3, 1956. Most Congressmen and Senators will be at home much of this interim period. Now is the time for us, collectively and individually, to act. Write to these men. Or better still, discuss these problems with them face to face.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.



# BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



## LIQUID SOAP MAKER

Saves time and supplies.  
Galv. steel in 3 sizes:  
30-Gal. .... \$129.00  
60-Gal. .... \$167.00  
100-Gal. .... \$179.00



## BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.  
Model No. B2-1215  
..... \$119.00



## BISHOP 3-SHELF TRANSPORTER

For finished work. 26" wide x 18" deep x 64" high.  
Model No. B29-11. \$45.00



## SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.  
No. B12-2 .... \$225.00



## STAINLESS STEEL PREPARATION TRUCK

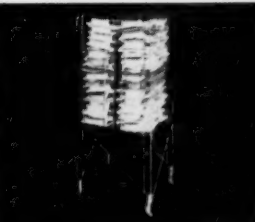
Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.  
No. B2-122 .... \$89.00

To Give You **LOWER COSTS...**  
**BETTER PROFITS** for years to come!



## IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.  
No. B4-5M. .... \$99.00



## BISHOP SHIRTRANSPORTS

Cut handling 3/4; fold up to save space. All steel. In 2 sizes:  
B29-50 (for 50 shirts) ..... \$37.00  
B29-100 (for 100 shirts) ..... \$61.00

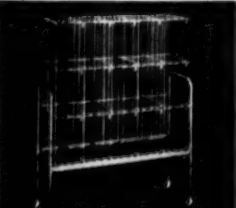


## BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

Rounded Corners for Easy Unloading

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel tread wheels, \$195.00  
No. B2-10 Same as above except with rubber tread wheels, \$207.00  
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet cock, wood drainboard, steel tread wheels, \$208.00  
No. B2-18 Same as above except with rubber tread wheels, \$220.00



## SORTER-TRANSPORTERS

Banish fixed bins; admit light, air, 15 or 20 bins for shirts, for apparel. Write for details, prices.



## BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.  
..... \$209.00

## BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated, stirs thoroughly, speeds cooking.

## Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER



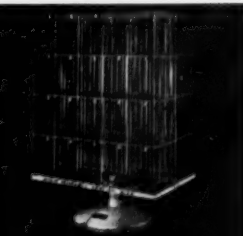
## 3 POPULAR SIZES

15-GALLON-34" high overall; floor space 24" x 28"; ship wt 175 lbs. B3-2 \$289.00  
25-GALLON-39" high overall; floor space 28" x 32"; ship wt 225 lbs. B3-5 \$319.00  
50-GALLON-45" high overall; floor space 32" x 36"; ship wt 280 lbs. B3-11 \$375.00



## REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.  
No. B26-10. .... \$349.00



## REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.  
15-Bin for shirts ..... \$295.00  
for wear. apparel ..... \$315.00  
20-Bin for shirts ..... \$325.00  
for wear. apparel ..... \$345.00

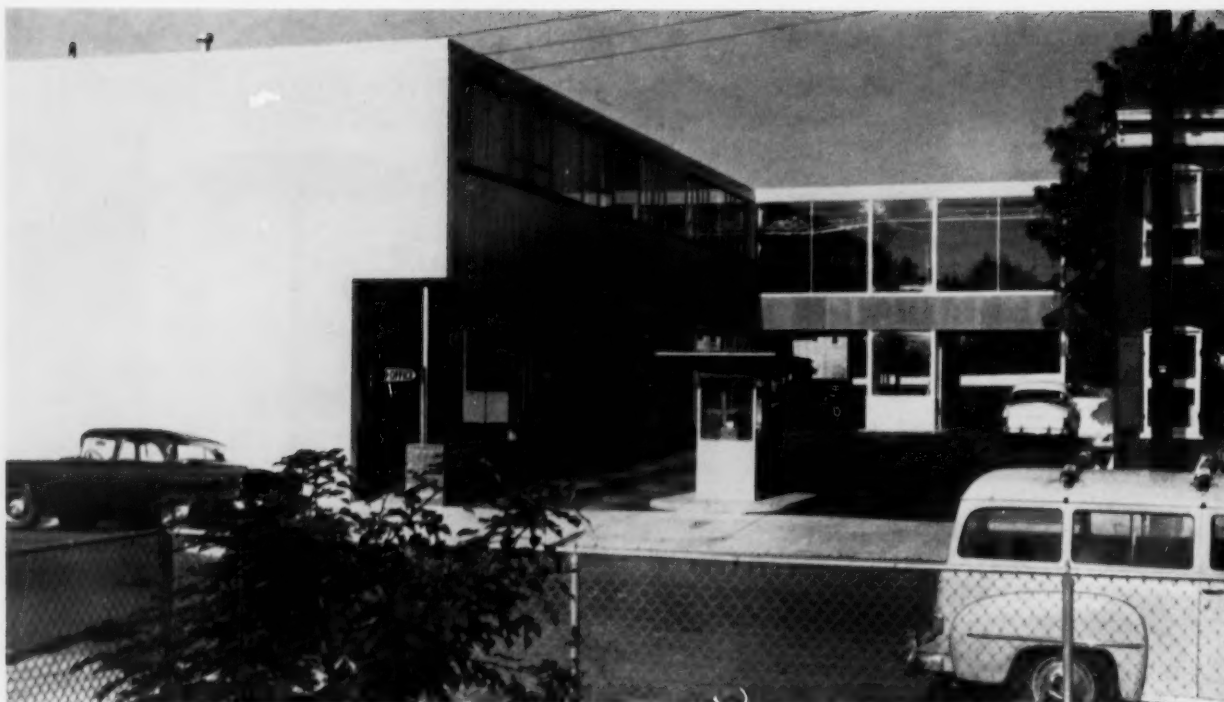
**Bishop David Freeman Co.**

FORMERLY: BISHOP (EST 1893) ... Davis ... Dwyer

LAUNDRY AND CLEANING PRODUCTION EQUIPMENT

EVANSTON, ILLINOIS





**Two-lane driveway** circles Harpers' corner location on inboard side. Sentry booth is at foreground and business booths at rear. Note conveyor lines visible in wing above booths. These are used to return finished work to customer

## The Plant That Harper Built

By HENRY MOZDZER

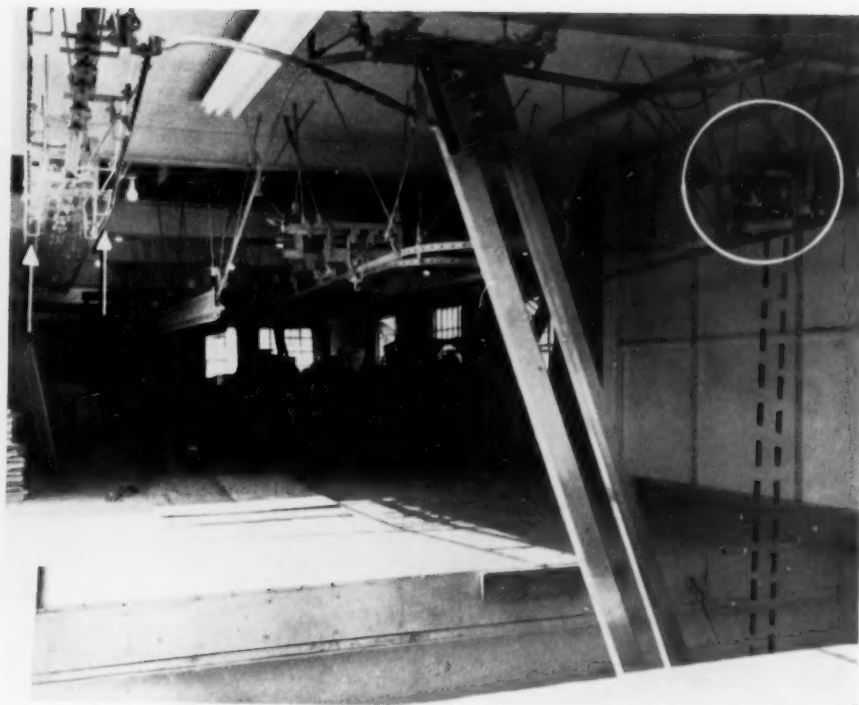
### WHAT MAKES IT UNUSUAL —

- ▶ *It has the capacity to handle \$8,000 worth of business per week*
- ▶ *It will cater only to drive-in customers. There are no call offices or routes*
- ▶ *It does not rely on "good" location to attract its clientele*
- ▶ *It is conveyORIZED and equipped with the latest laundry and cleaning equipment to provide fast, one-stop service*

WHY SUCH A BIG plant? This is one of the first questions a visitor is bound to ask on his first visit to Harpers Drive In at Alexandria, Virginia. Laundrymen don't build big fully equipped plants any more. All the talk is about feeder plants and small package-plant operations that can bring in \$1,500 to \$2,500 per week.

One answer is that sky-high real estate makes it untenable to put up a small plant in densely populated areas. And plantowner Sam Harper, Jr., has some other ideas on this subject of size. He believes that the operator who sets up a volume goal of \$2,000 a week will not do much more than \$2,000 per week. His philosophy is: If you want to be big, plan big.

Harpers has the capacity for an \$8,000-per-week volume. And it takes an income of this size, Mr. Harper



**How booths work:** Dotted lines represent hoist (not yet installed) which lifts soiled incoming work to second-floor wing. Circled mechanism positions trolley which carries bagged orders to serpentine rail. Arrows indicate conveyors carrying finished work back to booths. Inclined link conveyor controls descent

feels, to provide adequate funds for advertising, promotion and supervision. Says he:

"In a sense, it takes a better supervisor to run a \$2,500 plant than it does to run a larger one. The small-plant supervisor has all the management problems and, in addition, has to do a lot of the actual plant chores himself. Furthermore, his advertising and promotion budget, for example, is limited to his sales income. In a

competitive market this limitation can be a serious problem."

Harper's opening-day promotion cost a bundle in itself. For a warmup the firm took a couple of full-page ads in the local papers; got out 40,000 hand bills, 26,000 direct mail pieces; 10,000 ash trays, and saturated the airwaves with radio spot commercials. There was a plant tour for the press and city fathers one day and two days later the formal grand opening for the general public. "Bozo," the Ringling Brothers' clown, was brought in for

this latter event. There were also candy, balloons and sodas for the youngsters and a 21-inch color TV set as a door prize for their elders. Three weeks from the opening date, Harpers promised to give away a brand-new fully equipped car.

It takes a bit of doing to make a splash this big for an opener. Harpers intends to maintain an extensive campaign throughout the first year—allotting 8 percent of its sales dollar for this purpose.

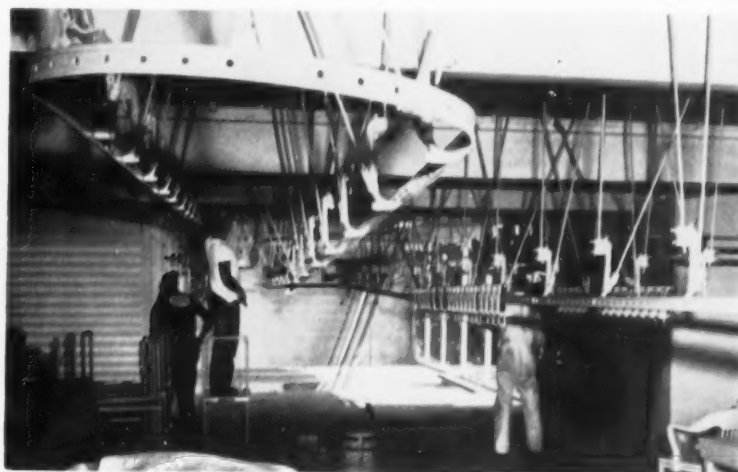
Harpers must promote heavily for

#### EDITOR'S NOTE

We had been hearing about the new plant of Sam Harper, Jr., while it was a-building in Alexandria, Virginia, for at least the past 12 months. It replaces his old Banner Laundry which was burned out in October 1953. The fire was serious enough to force him out of business and he was obliged to sell his routes to his competitors. But Sam wasn't finished.

He took great interest in the development of drive-in operations and visited many of them around the country. He liked what he saw and heard. On returning to Virginia he began to rebuild in earnest, with a new concept of laundry management that will seem radical to most plantowners.

The new plant opened its doors for business late last month under the name "Harpers Drive In Laundry and Dry Cleaning." We were privileged to sneak-preview its opening and found it exciting.



**Serpentine monorail** holds soiled work until it is ready to be dropped through trap to first-floor marking department. Trolleys wind around inclined rails by gravity. Booth attendant controls switch which gives preferred first-track position to rush orders. Bags carrying soiled orders have drop-out bottoms for easy unloading



**Telautograph** in second-floor storage room writes invoice number as given by sentry-box attendant when customer enters driveway. Attendant also rings bell or buzzer to indicate booth to which finished order is to be sent. Upstairs man simply puts it on correct outgoing conveyor and transaction is completed



**President's office** doubles as living room of three-room apartment on second floor of plant building. President Samuel S. Harper, Jr., of Harper Laundry, Inc., at desk

at least two good reasons: (1) It is starting out cold with no customers. (2) It is located two blocks off Route 1—the closest main artery of travel.

In the first instance, Harpers must familiarize its patrons with its conveniences. The plant offers same-day service on both laundry and drycleaning and provides even faster service on request at no extra charge. On top of all this, the customer may have to be educated to the fact that he doesn't have to get out of his car. (Harpers decided against having a walk-in call office when it was found that something like 8 out of 10 of its potential customers have cars.)

Harpers plans to emphasize the economy aspects in its promotion, too. Although its price scales will be in line with those prevalent among professional laundries in the area, it will make a bid for the neighborhood laundry's trade. As many plantowners have found out for themselves, the

cost of wetwash fluff-dry bundles in neighborhood plants often exceeds the cost of a completely finished professionally laundered bundle.

It will also be necessary to use some form of advertising to get the customer off the main highway and over to the plant. To pinpoint its location, Harpers is currently using a map of the area as an integral part of the letterhead on its correspondence, and on practically all of its promotion. Road signs will also be used.

Sam Harper does not regard his location as a major drawback. It has its advantages, he points out, in that the customer does not have to go back and forth across the line of oncoming traffic—a dangerous and annoying practice especially during peak traffic hours. In a location two blocks off the main street, there is also little possibility that the line of customers' cars will back up into the line of traffic to create a traffic jam. And if a

customer must park his car, he has a better chance of finding a spot very near the plant than on the highway.

Will Harpers have enough of a drive-in market? The management confidently points out that there are more than 100,000 people within an easy 20-minute drive of the plant.

### The customer's viewpoint

To the customers' eyes the drop-off and pick-up procedure should seem extremely simple.

As they auto into Harpers two-lane driveway, they pause for a moment at a "sentry box" and show the attendant their invoice. The attendant jots down the order number on a device which instantaneously repeats it on a second receiving unit in Harpers' second-floor bundle-and-garment-storage area. The attendant's stand is also provided with a bell and buzzer hook-up which indicates to the storeroom worker the lane to which the order is to be assigned. The customer meanwhile drives a few feet to the counter booths, drops off his soiled bundle and watches his clean order come down to the booth by conveyor from the floor above. He pays the attendant, receives the invoice and finished work—and is off.

Since some form of delay is inevitable, management hopes to establish a general alarm system to provide for such emergencies. Conceivably the car could be pulled over to one side to keep the business traffic moving while a special crew handles the "problem" customer.

Some customers like to have a garment done a certain way. Harpers plans to have them go directly into the plant and talk to the employee who will be directly concerned with that stage of the processing operation. They believe this procedure is much more effective than the old call-office system where a customer had to explain his wants to one of the counter girls.

Every aspect of the operation has received some consideration. For example, there was some thought of having the counter booths placed on the driver's side of the car. After kicking this one around management voted against it. Reason: The bundles and garments would have to be dragged across the driver's person. Less inconvenience is caused if the attendant is able to get at the bundle and return finished orders by opening the door on the rider's side.

There still are and will be a lot of "bugs" to be worked out. But management can't be expected to tackle them all until the system has actually been put into operation. □□

(Continued on page 14)

# SAVE

## \$70-\$80-\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This **IS THE BACKBONE** of Mechanized Flatwork



### THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

**Manufactured by M. A. POCOCK**

1234 Central Ave. N.E.  
Minneapolis 13, Minn.



***suit  
yourself...***

**and your customers  
with HTH  
quality bleaches**

**add it  
dry to the  
washer**



From the leader in bleach manufacture for over 25 years, comes this remarkable development: Mathieson's Ad-Dri Bleach. You simply add it dry directly to the washer. Tests prove maximum whiteness retention with minimum tensile strength loss. 100-lb. and 200-lb. "Leverpak" drums.

**prepare  
your own  
bleach  
solutions**



One of America's largest selling bleaches for over a quarter-century, HTH Granular Bleach is a time-tested favorite of laundry operators. For added convenience and greater measuring accuracy, HTH Granular, containing 70% available chlorine, is packed in "measured unit", 3¾-lb. cans; also available in 100-lb. full-opening lithographed metal drums.

**ready-  
mixed for  
your  
convenience**



Add this pre-proportioned bleach-mix to water . . . it gives you a stable sodium hypochlorite solution with a minimum of washroom supervision and a maximum of speed and accuracy. Packed in 100-lb. "Leverpak" drums.

**Before you buy bleach, check your laundry supply house for complete information on these three HTH quality bleaches or write for descriptive literature and the name of your nearest supplier.**



**MATHIESON CHEMICALS**  
OLIN MATHIESON CHEMICAL CORPORATION  
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.  
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NOW — G. A. Braun Inc., offers you . . .

# COMPLETE AUTOMATION

IN THE  
WASHROOM

WASHES · EXTRACTS · SHAKES-OUT

all in ONE  
continuous operation



Models available in 65, 100 and 200 lbs. capacity.

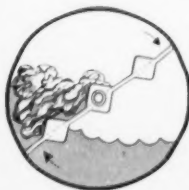
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## PLUS...

EXCLUSIVE

"WASHBOARD-SQUEEZE"

ACTION



"Squeeze" combines with washboard action for quick complete washing. Full-circle rotation of baffle and reversing cycle provide extra assurance of thorough agitation.

Unit Wash's exclusive contoured rib design provides high lift, washboard cleaning action during big drop.



At the AIL convention be sure to see the amazing, new 35 lb. washer-extractor.

Automation has been brought about in industry because of the need to cut labor costs and increase production at the same time. G. A. Braun Inc. now introduces automation in the washroom, to do this very thing with UNIT WASH, the combination washer-extractor that washes, extracts and shakes-out—

all in one continuous operation. One machine does all this.

With the necessary controls the UNIT WASH regulates formula, water levels and temperature and automatically dispenses soap, bleach and other chemicals from the start of the washing operation to the finish of the shake-out. Your present controls may be used on the UNIT WASH.

Now you can eliminate transfer of wet loads from washer to extractor, time-consuming load balancing and the need for constant attention to the washing cycle—with complete automation provided by Unit Wash.

## G. A. BRAUN INC.

World Wide Distributors

Empire Building

Syracuse 2, New York

Gentlemen: Please send us further information about UNIT WASH and automation in the washroom.

Name .....

Company .....

Street .....

City .....

Zone .....

State .....

## Production Area at Harpers

(Continued from page 10)

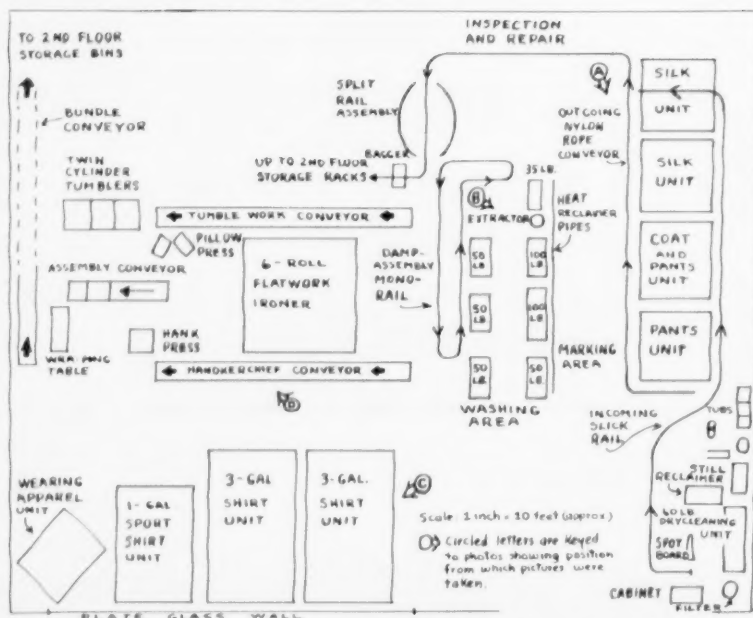
Production department of Harpers Drive-In is arranged so work flows from right to left. Soiled orders are dropped from second floor through trap to first-floor marking area. On completion all work is returned to second floor for storage. Link-belt conveyor raises finished drycleaning while cleated flat-belt conveyor is used to bring up finished laundry bundles.

Heart of drycleaning department is the two-bath synthetic cleaning unit; on the laundry side brand-new, small-capacity, open-end washer-extractors enable the plant to turn out small lots for fast service.

Plant will use only one 1-operator wearing apparel unit for bachelor bundles and uniforms as management believes market for complete finish bundle is shrinking. Note also that pillow press backs up flatwork ironer for one-pass finishing.

A 115 hp. boiler with a good overload rating provides steam for all equipment. System is set up so that first steam goes to shirt and wearing apparel units, flatwork ironer and tumblers; second steam to drycleaning finishing equipment and third steam to solvent reclaimer and still.

Layout provides for future expansion



of facilities. When in full-scale operation plant will be manned by a staff of

70 including office personnel and booth attendants.



**Trench system** is used throughout to hide piping. Drycleaning department features unit finishing. Nylon-rope conveyor will carry completed work to inspection and repair area.



**Heat reclaimer** (horizontal pipes in back) serves as divider between washing and marking areas. Unit at right is one of the new 100-pound washer-extractors.



**Shirt-finishing** equipment is situated in window which runs along side of driveway. Sentry booth at entrance to drive is visible at extreme left of photograph.



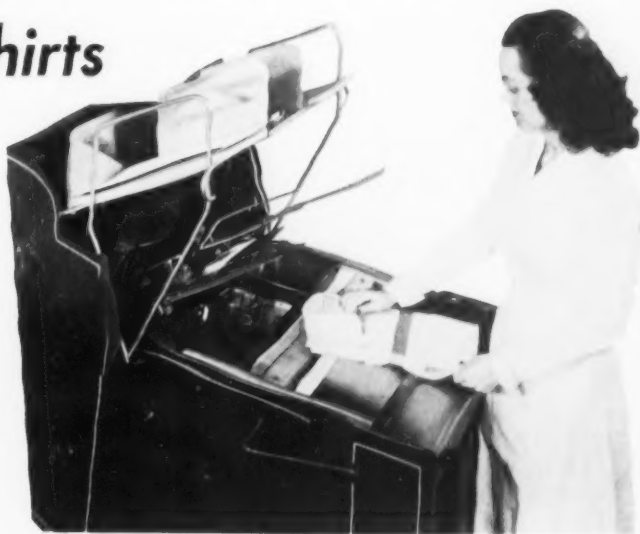
**Overhead conveyors** straddle a flatwork ironer carrying hanks, napkins and tumbler work. Inclined conveyor carries finished bundles to second-floor storage bins.

# NOW!

## Faster, Neater, Conventional Folding of all types of Shirts

with the

### New Formatic Semi-Automatic Shirt Folder



The new American Formatic Semi-Automatic Shirt Folder gives your customers the same neat, uniform, conventional fold time after time. And you get the speed you need to meet exacting production schedules. Automatically custom-folds bodies and sleeves of finished dress, work and sport shirts in *less than 2 seconds*—leaving only the shirt tail to be folded manually. Even new operators can produce up to 150 beautifully folded shirts an hour.

The American Formatic Semi-Automatic Shirt Folder can be used with *any shirt unit* . . . all types of shirt packaging, and for "Protecto" identified shirts. Available for 12", 14" or 16" length folds.

For faster, finer folding, ask your American Representative to tell you more about the new American Formatic Semi-Automatic Shirt Folder. There's no obligation, of course.

*World's Largest, Most Complete Line of  
Laundry and Dry Cleaning Equipment*

# American

The American Laundry Machinery Company, Cincinnati 12, Ohio

The new American Formatic Semi-Automatic Shirt Folder is designed for balanced, rhythmic operation. Pulpit-type folding table simplifies feeding, lessens operator fatigue. Built-in centering light assures accurate alignment of button and buttonhole strips. Convenient control lets operator manually crease or flat-fold French Cuffs. This compact unit takes up little space and sets fast, quality shirt folding records wherever it is used!

You can depend on your American Laundry Consultant's advice in your selection of equipment from the complete American Line. Backed by our 87 years' experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.



#### MAIL COUPON TODAY

The American Laundry Machinery Company  
Cincinnati 12, Ohio

ALM 347 A

☐ Please send Catalog AJ 802-502 which will give me complete details on the American Formatic Semi-Automatic Shirt Folder.

☐ Please have Representative call.

Name \_\_\_\_\_

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Zone \_\_\_\_\_ State \_\_\_\_\_

**Not Just An  
Equipment Display!  
You'll See ACTUAL**

# Open House

**Working Demonstrations... SPONSORED BY**

**Sunday, Oct. 2nd**

For Nearest Location To You

## LATEST in FINISHING

See a package plant in actual operation... not just drycleaning machines, but finishing equipment of all kinds. All demonstrations will be conducted by experts, and you will have the opportunity to discuss equipment operation with these people.

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The latest methods in processing and work flow will be explained at each Profit Clinic. These will be on-the-job demonstrations of the most modern techniques in actual operation. Here is a chance to get the answers to your questions from the men who know.

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### SEE

the famous Detrex Process in actual operation in a drycleaning plant.

### HEAR

how Detrex has actually increased profits and can do the same for you! You'll get the story direct from the owner of the drycleaning plant.

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any questions you want about method of operation, cost savings, labor savings, increased profits and the effect of the Detrex unit on increased sales.

**Get The Facts Direct From The User!**



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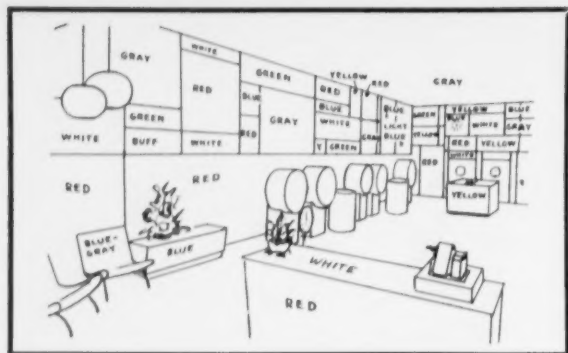
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**Color, color everywhere** is big story in amazing success of group of 38 "Laundramatic" quick-service plants in Southern California. Multihued interior shown above—this one is at Redondo Beach—is typical of other special installations in area. Another feature of these plants is use of 25-pound washers instead of more conventional home-type equipment. See inset for actual color scheme

## How Color Sells Laundry Service

**West Coast trend to gaily decorated quick-service plants wins fast customer response**

TALK ABOUT TV spectaculars, the laundry industry—or at least a small segment of it—has come up with some spectaculars of its own. And, as you may have guessed, most of this activity centers geographically around Hollywood.

The story here concerns the lavish use of color in a growing number of small quick-service laundries in the Los Angeles area. Designed to attract attention, the plants' eye-catching interiors have added a much needed touch of glamor to the laundry business.

Customer acceptance has been so

By LOU BELLEW

rapid that many persons close to the laundry industry predict that the "Hollywood touch" may well establish a definite countrywide trend. A total of 38 of these attractive quick-service laundries have already been put into operation in Southern California.

The fact that the color schemes for these installations were carefully selected by an acknowledged artist was an important factor in their appeal. Although attention-getting colors were used to create eye-catching interiors,

there is no suggestion of cheap sensationalism. Even the names of the plants point up the angle of drama—they are called "Laundramatics."

Perhaps the best way to describe customer reaction to the brilliant interiors is to quote an oft-heard remark from the ladies: "With the laundry equipment moved out, the stores could be quickly converted into swank dress shops."

Let's take a look at three typical Laundramatic installations—the first one, the most successful "small" plant, and the most recent one.

(Continued on page 20)



# NYLONETS

**CUT COSTS TO  
LESS THAN**

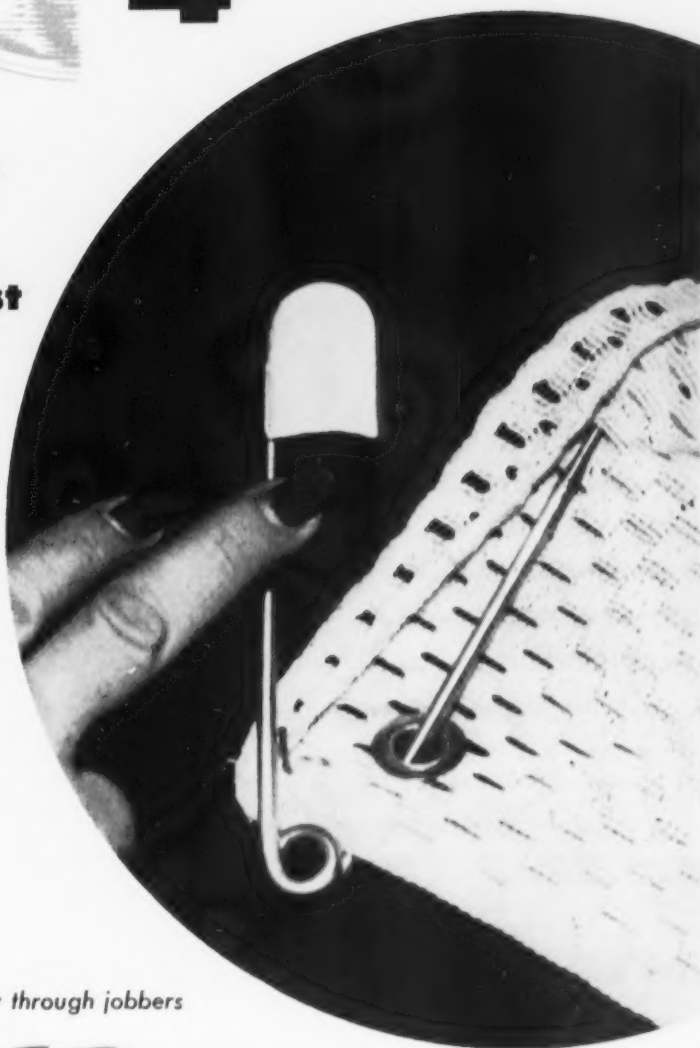
**$\frac{3}{4}$  ¢ per wash!**

*Compare*

**your present net cost  
with this figure**

How can **NYLONET**  
guarantee 300 washes per net?

- **EXCLUSIVE DATED  
BRASS GROMMETS, ASSURE  
LONGER WEAR**
- **TRIPLE KNITTED STRENGTH—  
DUPONT 260 DENIER NYLON**
- **PRE-SHRUNK—FORM-SET—  
SEAMS GUARANTEED FOR  
LIFE OF NET**
- **NYLONETS ARE MADE IN  
VARIOUS SIZES AND COLORS**
- **AND EXPERIENCE, NYLONET  
IS THE OLDEST  
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NYLON LAUNDRY NETS!**



*Sold exclusively through jobbers*

**NYLONET®**  
C O R P O R A T I O N

2075 N. W. 75th STREET  
MIAMI 47, FLORIDA



First Laundramatic of the group opened a year and a half ago on Hollywood's famous Sunset Boulevard; achieved immediate success in departing from usual prosaic physical appearance of most quick-service laundries



Gala opening was highlighted by invitation-only reception featuring "biggest cocktail in town." Stunt got much newspaper comment

## SUNSET LAUNDRAMATIC: *First of Its Kind*

IN TYPICAL STYLE, considering its Hollywood birthplace, the Sunset Boulevard Laundramatic was opened a year and a half ago with two parts of hoopla to three parts of fanfare. Even the local columnists who have been steeled to the most bizarre goings-on in movieland were agog.

### Opening-day splash

The opening was highlighted by an elaborate cocktail party featuring the "biggest cocktail shaker in town." Martinis were mixed in 15-gallon batches in one of the open-end washers and siphoned off into cocktail shakers through the drain. Engraved invitations sent to numerous local luminaries brought a good turnout of name personalities.

Opening-day festivities were not all that attracted attention. Here was a distinctly different type of quick-service laundry installation, featuring a compact arrangement of larger open-

end washers and a brilliantly colored plant interior as a direct answer to the growing trend toward economical quick-service and feeder plants.

Located on famous Sunset Boulevard in the heart of Hollywood, this first Laundramatic has commanded immediate attention from opening day. The plant is housed in a new building—42 feet deep with a 23-foot frontage—and contains six 25-pound open-end washers, two small extractors and three 36-by-30-inch driers.

Operated at present by its owner, Herb Callner, and three employees, the plant produced \$1,520 gross volume the first month, hit \$2,200 the second month and is currently averaging \$3,897 a month.

### All services offered

The Laundramatic handles a fast wash-dry-and-fold service, with dry-cleaning and finished-laundry service farmed out to larger plants. Dryclean-

ing and finished laundry, according to the owner, account for about a quarter of the total gross volume.

Mr. Callner, whose experience includes most of his early years in the linen supply business with his father in Chicago and operation of a standard-type quick-service laundry for three years in Westchester, California, has good reason to be proud of his new and colorful plant.

### Bright and shiny

The wall paneling of "combed" mahogany is effective in showing off the gleaming stainless-steel equipment. All exposed pipes are chrome-finished. Decorative wallpaper, featuring a red design against a light blue background, a red vinyl floor tile and a counter and fold table with white tops and mahogany sides all add up to an outstanding example of how a laundry can be completely different.

(Continued on page 24)

NOTE THESE RECORD ECONOMIES SHOWN BY  
**This ELLIS Equipped Plant**

WITH FULL AUTOMATIC  
 OPERATION

*Pennsylvania*  
**LAUNDRY COMPANY**

PARTICULAR PEOPLE PREFER

32ND & POWELTON AVE.



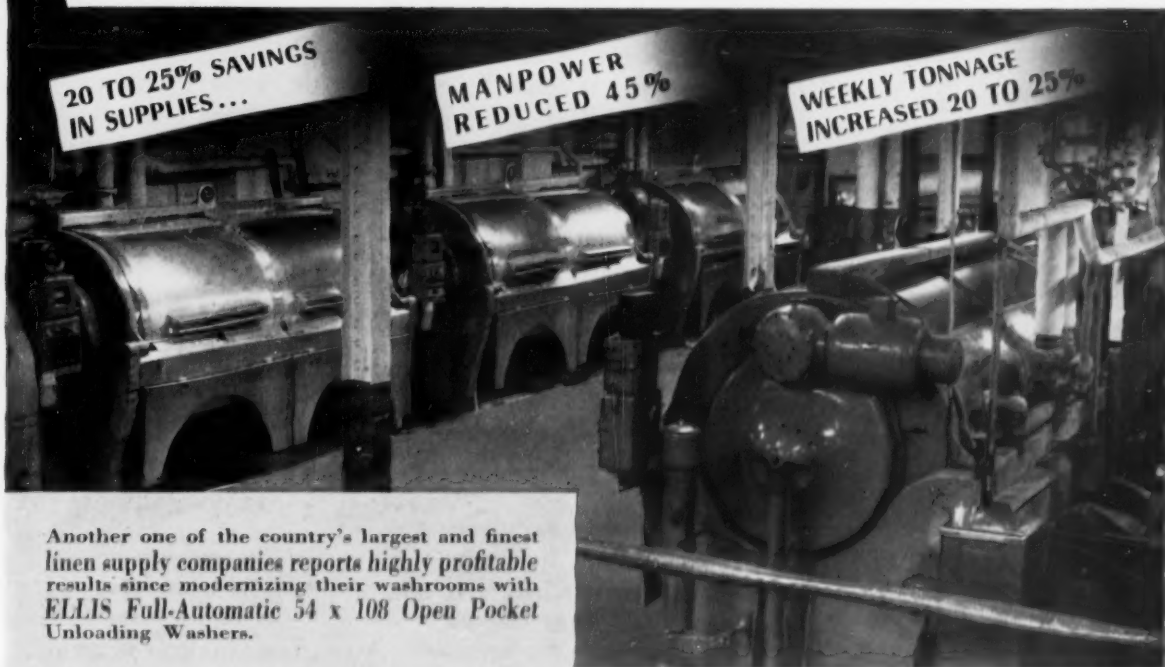
PENNSYLVANIA SERVICE

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**20 TO 25% SAVINGS  
 IN SUPPLIES...**

**MANPOWER  
 REDUCED 45%**

**WEEKLY TONNAGE  
 INCREASED 20 TO 25%**



Another one of the country's largest and finest linen supply companies reports highly profitable results since modernizing their washrooms with ELLIS Full-Automatic 54 x 108 Open Pocket Unloading Washers.

Production tops 650 pounds per man-hour. The total savings are rapidly paying for the original investment. This is why ELLIS Equipment has a definite appeal for so many large and small operators.

ELLIS installation at Pennsylvania Laundry Company where eight 54 x 108 Full Automatic Unloading Washers are in operation. All washing supplies are piped directly to the individual machines from a central supply system.

*Write for details of Ellis  
 Full Automatic Equipment.*

**The ELLIS  DRIER Co.**

2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

**REPAIR PARTS**

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company



**three simple lays on AJAX**  
PRODUCE THE PERFECT SHIRT

**Model CMB-1**  
**CABINET BOSOM-BODY YOKES PRESS**  
Completely finishes the bosom, back and collar in one operation in 15 seconds. With perfect results. Easy to load. Easy to operate. All time operation. No heat. No steam. No ironing. No hand labor. No heat. No steam. No ironing. No hand labor. No heat. No steam. No ironing. No hand labor.

**Model CMB-2**  
**CABINET SLEEVE PRESS**  
Sleeves finished both sleeves in one operation in 15 seconds. The machine. Made for easy operation. No heat. No steam. No ironing. No hand labor. No heat. No steam. No ironing. No hand labor.

**Model CMB-3**  
**COLLAR AND CUFF PRESS**  
Completely finishes both cuffs and collars in one operation in 15 seconds. The machine. Made for easy operation. No heat. No steam. No ironing. No hand labor. No heat. No steam. No ironing. No hand labor.

**Western Laundry Press Co.**  
MANUFACTURERS OF AJAX PRESSES SINCE 1920  
SALT LAKE CITY, UTAH

## Just tear out and **SAVE!**

Your LOCAL DEALER IS LISTED BELOW! He can immediately supply you with the latest AJAX Presses or information about any AJAX Product and its tested performance.

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## AJAX PRESSING MACHINE CORP.

Ajax Presses Manufactured by Western Laundry Press, Inc.

SALT LAKE CITY, UTAH



# three simple lays on **AJAX** PRODUCE THE PERFECT SHIRT

*Supermatic*  
**SHIRT UNIT**

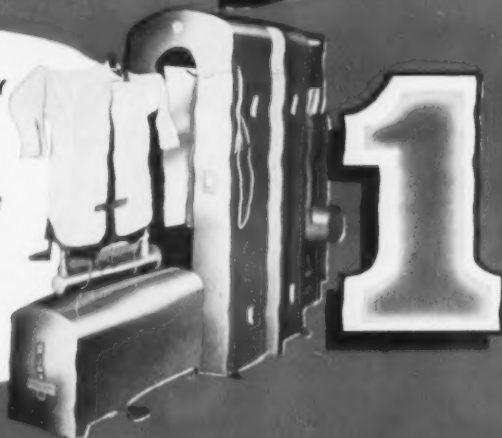
**AJAX**

Model CBBY

## **CABINET BOSOM-BODY YOKE PRESS**

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Girls • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying

PATENT PENDING



**AJAX**

Model CS

## **CABINET SLEEVE PRESS**

Superbly finishes both sleeves in one lay — automatically — in 7 or 8 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.

PATENT PENDING



**AJAX**

Model CCW

## **COLLAR AND CUFF PRESS**

Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive AJAX HI-VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



**TWO GIRL LAYOUT**  
(Floor plan of machines)

**AJAX**

**Western Laundry Press Co.**  
619 SOUTH 31H WEST • SALT LAKE CITY, UTAH

Laundrymen see them and buy them 2, 3, and 5 units at the time!  
Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.

(Continued from page 20)

## HERMOSA LAUNDRAMATIC: Fastest-Growth Plant

OPEN JUST FOUR MONTHS, the Hermosa Laundramatic in Hermosa Beach, California, is giving evidence of becoming one of the most successful of the 38 color-splashed quick-service plants in Southern California. Beginning with a gross volume of \$868 in the first month of operation, figures for the fourth month are expected to come close to \$2,000.

According to Mr. and Mrs. Orville Enloe, owners of the plant, there is every reason to believe it will soon achieve a capacity of more than \$4,000 a month. The husband-and-wife team have one other employee.

The plant is situated just half a block from the beach, in a community of apartment houses filled with permanent residents as well as the usual summertime influx of vacationers. Hermosa Beach is a quiet town with none of the hustle of the larger cities. Although a wonderful vacation spot, it maintains a permanent population of 15,000 residents. For the most part, the residents commute to work in Los Angeles or the nearby aircraft factories.

Although there are a half-dozen quick-service laundries in the neighborhood using home-type washers, there is no conventional laundry competition in the immediate area. The Laundramatic farms out finished-laundry work and drycleaning to a laundry in a neighboring city. Finished

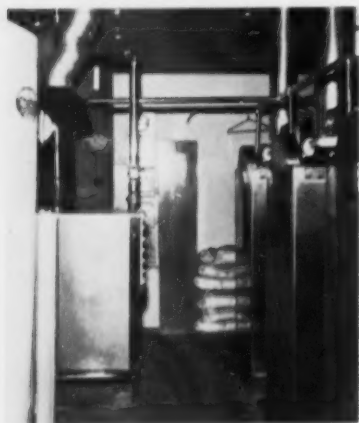


Modern folding table at Hermosa Beach Laundramatic is situated near center of room in front of tumblers. Top of table is white, sides light blue. Novel star-shaped clock decorates wall panel above tumblers

shirts are priced at 25 cents and sport shirts at 37 cents. Suits are \$1.25 the year 'round, with no extra charge for one-day drycleaning service. Finished laundry service is on a four-day delivery basis.

The quick acceptance shown by the town is due to fast, good-quality work and efficient equipment. The big attention getter for many of the customers, however, is the colorful interior of the small plant.

The color scheme is little short of breathtaking. Side walls are canary yellow, forming a background for the stainless-steel washing equipment and the white storage racks along the wall. Recessed along the back wall are the gleaming white tumblers against a background of light blue. Folding table and counter tops are white with blue sides. The floor is covered with white-flecked light-blue linoleum tile. The decorative scheme actually makes



Color is carried through even to rear of plant. Water softener, brine tank, water heater, hot-water storage tank are chrome-plated. Backs of tumblers are covered with sheet plastic and all working parts painted in bright colors

### Man Behind the Glamor

Credit for adding glamor to the small quick-service laundry must go to Romaine Fielding, Jr., a young man with an idea. A representative for a nationally known equipment manufacturer, he had long contended there was a need for dramatizing the small laundry operation—and set out to prove it.

His part in the Laundramatic plan—it's a patented name for a chain of Fielding-installed quick-service laundries in Southern California—is to select the site, set up the operation, outfit it with equipment and sell it as a package unit. He trains the buyer for one week in an operating plant and one week in the new ready-to-run plant. He helps arrange financing with a bank, suggests selling prices and gets the plant started with a direct-mail promotional campaign. Mr. Fielding obtains and holds the

leases on the properties for 7 to 10 years.

The interior of each of the plants is a decorator's dream. Howard Johnson, art and design director of color television for the National Broadcasting Company's West Coast spectacles—and a personal friend of Mr. Fielding—is in charge of color selection.

It generally takes six months to a year from the time Mr. Fielding selects a site and obtains the lease until he has the plant ready to operate and sell. He contends that the shopping center is the only worthwhile spot in which a plant can be assured of success. There has to be heavy traffic, says Mr. Fielding. Neighborhood spots are too unpredictable to rely on for a successful operation.

The result? Not a single Laundramatic has thus far failed.

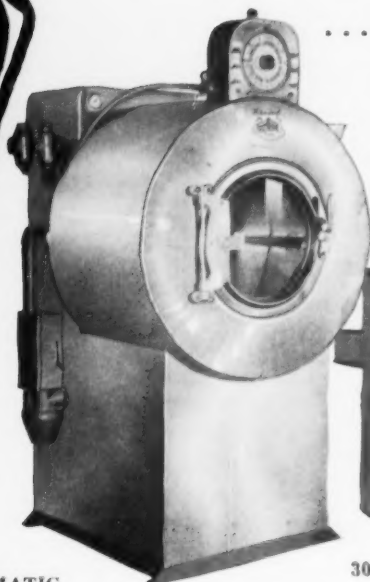
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36" x 30" CABINET  
TUMBLER



Here is a combination that will play a big part in your future operations! Here is a streamlined design . . . solid construction and more performance at less cost than you ever thought possible! Yes . . . this big three Hammond combina-

tion adds up to increased production, less overhead, and all-around superior performance. It will pay you to find out more about the Hammond Big 3. Contact your nearest Hammond dealer or write direct to the factory immediately.

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LAUNDRY-CLEANING MACHINERY CO.  
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HAMMOND LAUNDRY CLEANING-MACHINERY CO.  
HAMMOND BLDG. WACO, TEXAS

the plant look like a perfect setting for a fashionable salon rather than a laundry.

According to Mr. Enloe, his larger open-end washers not only have a greater capacity than the home-type small washer, but maintenance costs are negligible.

For a time it looked as if his 40-pound washer would be just the thing for making a little extra revenue from washing sails for local boating enthusiasts. However, the iron lugs and big grommets on the first sail almost knocked the glass out of a tumbler door, ending the dream of a new mar-

ket for laundering. He has, however, washed several cotton nets for sport fishermen.

The Enloes are no Johnny-come-latelies to the laundry business. From 1951 until the end of 1954 they operated one of the largest quick service laundries in Sacramento. There the equipment consisted of 30 home-type washers with 9-pound capacities. Run by themselves and six employees, the plant averaged a volume of \$35,000 a year.

According to Mr. Enloe, it was unusual to hit a peak of \$4,200 a month during the rainy season—but they

worked from 7:00 a.m. until 2:00 a.m. to do it. After deciding to sell out he and his wife traveled around on a much needed vacation. It wasn't until late spring of this year that they learned what could be done with the larger open-end washers favored by conventional launderers and they opened for business at the Hermosa Laundramatic.

Now their working hours are generally eight to six and in comfortable, breeze-cooled surroundings. The colorful interior is not only attracting customers, but is also easy on their own eyes.

## KENT LAUNDRAMATIC: *Newest Colorama*

THE MOST RECENT installation of the 38 colorful quick-service laundries in Southern California is the Kent Laundramatic. Situated in a newly opened shopping center on the outskirts of Van Nuys (said to be the fastest-growing community in the United States), the plant was in its third week of operation at the time of this writing. Indicative of the anticipated growth of this community, the shopping center boasts the largest unit of a prominent West Coast supermarket chain—an \$800,000 installation.

### Shopping-center advantages

The new Laundramatic, operated by Mr. and Mrs. "Reg" Kent, is set back from the front of the shopping center at the end of an arcade—an areaway between the huge market

and the smaller buildings of the center—and is directly across from the side entrance of the supermarket. The laundry shares a big parking lot with a capacity of 1,000 cars.

Like its predecessors, the Kent Laundramatic is splashed with color. The front of the plant and side facing the parking lot are fully glassed, affording shoppers an unhampered view of the entire interior. The side walls are painted in a mauve color. One long wall, along which the 25-pound washers are placed, makes use of a long strip of Prestwood pegboard, painted a "grayed" dark purple to serve as a suitable background for an original painting by Howard Johnson, decor consultant for all of the Laundramatics. The painting is done in only the colors used in the plant's interior. A modern clock is hung on the

other end of the pegboard strip for proper balance.

The folding table and counter fronts are of the same deep purple as the pegboard picture background, and have white tops. The floor is of "confetti" marble and the acoustic tile ceiling is painted an off-white.

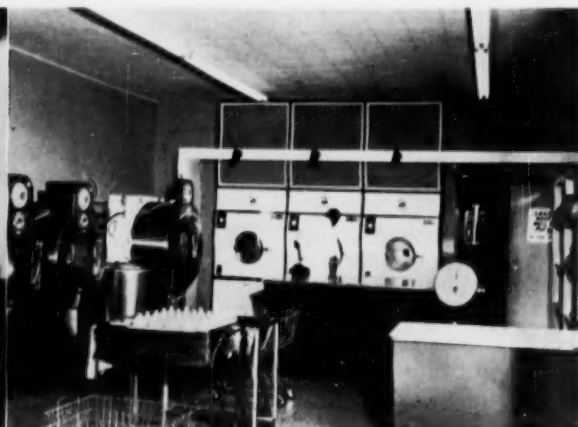
White tumblers are recessed against a mustard-yellow back wall. Above the tumblers is a long section of deep red pegboard, faced with a white metal mesh for a very pleasing tone. The metal mesh is framed with deep purple strips of wood, forming panels the same width as the tumblers below. Full-length ivory drapes frame the big windows and the office chairs are of decorative wrought iron.

The operation of a small quick-service laundry appealed to Mr. and Mrs.

(Continued on page 40)



**Stainless-steel equipment** at Kent's Laundramatic in Van Nuys is set off to best advantage by background colors. Original oil painting by decor counselor of these installations is done in same colors used in room. Special stainless-steel carts in front of washers hold bleach bottles and dry supplies



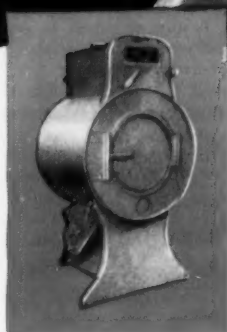
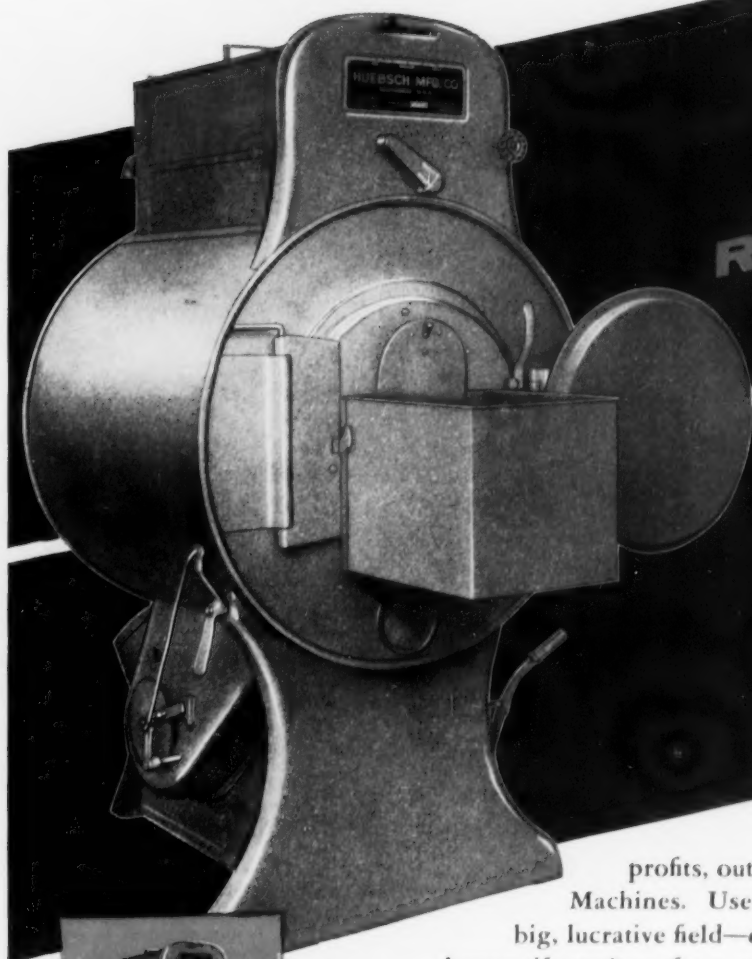
**Night-time illumination** at Kent's is accomplished by floodlights set in to decorate white arch over rear tumblers. White metal grillwork over tumblers has border of dark purple wooden strips, forming three individual panels. Bright red pegboard backing achieves pleasant contrast behind white grillwork



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**DRYING  
TUMBLER**



Shown above is the Huebsch Feather Renovating Machine with hopper removed for use as a drying tumbler. Another model is available with a separate feather transfer unit, for speeding up processing operation.

You get double duty, double profits, out of Huebsch Feather Renovating Machines. Use them to renovate pillows—it's a big, lucrative field—one of the few laundry services a housewife can't perform at home. By simply removing the hopper, you can use the same machine as a regular tumbler... for fast, efficient, economical drying.

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## *Connecticut Laundryowners* **Unite in FLOOD EMERGENCY**

**Hard-hit plants helped by competitors.**

**Courageous laundryowners in flooded areas**

**vow: "We'll be back in business—and soon!"**

By ROGER GANEM

CONNECTICUT LAUNDRIES were as fortunate and as unfortunate as other businesses in the Naugatuck Valley area of the state. Some were hit hard, some weren't, depending on whether they were on high ground or low.

But the spontaneous cooperation among laundryowners flooded practically out of existence and those located so as to escape damage is the one bright spot in an otherwise bleak and desolate area.

Plants in Torrington are helping Winsted; those in Bristol, Manchester and Hartford are doing work for Torrington, Shelton and Ansonia. New Haven is aiding Waterbury and Naugatuck, and Danbury came through

for Waterbury. Neither distance nor detours stopped this timely assistance. All the while, the hard-hit plants are cleaning themselves out, and with contagious courage the owners remark: "We'll be back in business—and soon, too."

Shortly after the state was termed a disaster area, the Connecticut Launderers and Cleaners Association issued an emergency bulletin to all plants, inviting them to contact the association for help.

"I never saw competitors, who rarely agree on anything, unite so willingly and quickly," said George J. Grassner, president of the association. "The fortunate ones threw open their doors to those in need. They worked

**Rebuilding** is "day-to-day business now," agree Roland Latimer (left) of Waterbury and Don Targett of Danbury. Roland's Laundry made most rapid recovery of hard-hit plants. One-day paint job inside plant, quick OK from Health Board, timely help from Targett's and employee cooperation restored service and sales.

### **DISASTER LOANS**

The Connecticut Launderers and Cleaners Association, located at 414 Asylum St., Hartford, Connecticut, is now prepared to assist any laundryowner who wishes to file for Government loans.

President Grassner said that the organization will furnish information or assist member and non-member plants alike in the filling out of applications. The Federal government plans to set up district offices in Hartford, Torrington, Waterbury and Putnam, according to President Grassner.

nights to get the work out. Food and water were taken in trucks that helped remove garments on return trips. Most of the work done for the flooded laundries resulted in a financial loss for the Good Samaritans. Others did national guard work, aided civil defense, and participated in countless rescue missions.

(Continued on page 32)

# HERE'S HOW TO END CORROSION PROBLEMS

*...in the laundry!*

There's a simple solution to your corrosion problems — Crucible stainless steels. You'll find Crucible stainless grades *prescription-made* to withstand attack by detergents, chemical cleaners or dry-cleaning agents. And stainless gives you a bonus of cleaning ease and long, trouble-free service life.

For example, the Hoyt Manufacturing Corporation protects its Super Fast Solvo-Miser reclaimer from corrosive effects of dry-cleaning solvents by making the *entire base unit and condensing box* of Crucible type 302 stainless steel.

In your plant, too, Crucible stainless steels can lower maintenance or replacements costs, save cleaning time. You'll see where in your free copy of Crucible's 16-page booklet "Making the Most of Stainless Steels in the Laundry Industry." Send for it today. *Crucible Steel Company of America, Henry W. Oliver Building, Pittsburgh 30, Pa.*



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first name in special purpose steels

### Crucible Steel Company of America

September 15, 1955

29



# Completely New

DESIGNED TO YOUR NEEDS!

## DIVCO

### "DIVIDEND SERIES"

THE ONLY COMPLETE TRUCK BUILT TO FIT ALL THE  
REQUIREMENTS OF MULTI-STOP OPERATIONS



**YOU ASKED FOR:**



GREATEST CARGO CAPACITY FOR THE MINIMUM OCCUPANCY OF STREET OR GARAGE SPACE. Divco's new "Dividend" Truck provides the extra-cargo capacity you asked for with an inside height of 73" and an inside width of 76" on a 130" wheelbase model that has an overall height of 108" and overall width of 83½". A specially constructed press-swivel driver seat makes for new driver comfort.



**YOU ASKED FOR:**



A SMOOTHER RIDING VEHICLE. Divco's new "Dividend" Truck provides a ride compared to "passenger car" smoothness. A carefully engineered system of springing and double-acting shock absorbers on all wheels protect your cargo, reduce driver fatigue and cut down on maintenance costs.

**World's Largest Manufacturer Of Complete House-To-House Delivery Trucks**

**The Truck Best Suited  
For Retail and Wholesale  
Delivery Of LAUNDRY**

- Extra capacity allows you more cargo per trip for easier, faster, lower-cost delivery of your high-bulk bundles and packages.
- Outstanding protection against rust and corrosion guards truck and cargo in the carrying of damp wash, etc. Keeps maintenance costs low, reduces possibility of stains on clothing, linens.
- Unusually wide range of options permits adaptation to your particular operation.

See the new Dividend Series on display at National Laundry & Cleaners Convention  
Philadelphia, November 18-20

## DIVCO

OVER 80% OF ALL DIVCOS PRODUCED SINCE 1927 ARE STILL IN SERVICE.



# Multi-Stop Delivery Truck



This is the 12', 130" wheelbase model of the Divco "Dividend" Truck with Super 6 engine and 4-speed synchro-mesh transmission. The "Dividend Series" will also include a 10', 117" wheelbase model.

## ★ ★ YOU ASKED FOR: ★ ★

**GREATER MANEUVERABILITY.** Divco's new "Dividend" Truck takes the sharpest turns in the narrowest alleys with ease. The large 12' model will completely turn around in a 40' street. It is as easily maneuvered as a small passenger car.

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**INCREASED VISIBILITY AND STREAMLINED STYLING.** Divco's new "Dividend" Truck was designed with a wide, deep windshield which gives the driver visibility exceeding 200 degrees. Added safety has been achieved by increasing driver vision almost to street level in front of the truck. The sharp, clean lines of this new vehicle and its unique bus-like appearance set it apart from all other trucks on the road today.

## ★ ★ YOU ASKED FOR: ★ ★

**GREATER ACCESSIBILITY TO ENGINE AND TRANSMISSION FOR MAINTENANCE.** Divco's new "Dividend" Truck provides incomparable simplicity and ease of maintenance. All parts of the power plant are easily reached from the inside of the cab by the simple expedient of removing easy-to-handle access panels. For your protection and convenience, access panel to the engine is treated with sound and heat resistant materials.

## IN ADDITION:

The latest technical advancements and improvements in Automotive Design provide you with these bonus features:

- Extra Rugged Chassis
- Adaptability To An Unusually Wide Range Of Optional Features
- Greatest Possible Freedom From Corrosion
- Improved Roadability At All Speeds

Phone your local dealer for full information and a demonstration ride . . . there's no obligation, of course!

# TRUCKS

DIVCO CORPORATION, 22000 HOOVER ROAD, DETROIT 5, MICHIGAN



**The Excelsior Laundry** of Torrington looks as though it had been bombed. Fury of waters demolished a utility room, washed away equipment and threatened entire building. After three hectic days of work, owner Howard Latimer remarked, "I'm bushed, pooped, tired. I don't know if I'll ever reopen." After three days of rest, he said, "I'll begin reconstruction Monday." (Note tilt to power company's gas tank at right)

(Continued from page 28)

"We received calls from plants willing to remain open during the night. All they asked was manpower help. Even the state of Massachusetts, in spite of flood conditions there, came down to give assistance."

There is little doubt that this display of cooperation will be remembered a long time by laundrymen throughout the state. Personal differences disappeared. Not only was life itself at stake, but also threatened was our way of doing business.

President Grasser told of one plant publicly praising a competitor on radio and TV. The New England Laundry Co. of Hartford authorized the reading of a message to the customers of the Mayflower Laundry, also of Hartford, which was flooded under 6 feet of water. The message stated that they were privileged to be doing busi-

ness with such a fine and fair firm as Mayflower, and it urged them to continue as customers when the plant's reconstruction problems are solved. (New England Laundry volunteered to do the work for Mayflower and even lent two of its trucks to maintain pickup and delivery service.)

A record total of 13.97 inches of rain on August 18 and 19 swelled the rivers and caused destruction in the valley cities of Waterbury, Torrington and Naugatuck, not to overlook Winsted, Thomaston, Seymour, Ansonia, Shelton, Derby, Unionville, Hartford and Putnam.

The Excelsior Laundry of Torrington, owned by Howard Latimer, was isolated and pounded viciously by the rampaging Naugatuck River. Clothes and machinery were washed away and the water burrowed an 8-foot ditch on three sides of the building. Only the

sturdy foundation prevented its complete collapse.

Mr. Latimer reports that four neighboring laundries are doing his work—the Ideal of Bristol, the Hartford Apron and Towel, the New Model Laundry of Manchester and the Laurel Laundry of Hartford.

Meanwhile, the job of shoveling out the mud and rubble, of locating and cleaning scattered machinery, of salvaging clothes continues. The Excelsior Laundry is expected to reopen for business in the near future.

Roland's Laundry in Waterbury stood under 14 feet, 7 inches of debris-loaded water which twisted file cabinets, floated clothes racks, submerged machinery and smashed the front window pane, the widest piece of plate glass in the city. But the plant's neon sign functioned as before.

Owner Roland Latimer dumped



**Some of debris** piled against Peerless Laundry in Naugatuck came from parts unknown; some belonged to waterlogged boiler room, ripped from building by high winds. Owner George Burns remarked, "I hope I never see anything like it again"

# How TIMKEN® bearings carry heavy overhung load of washer basket, cut worm gear wear

**T**O carry the overhung load of the basket, the basket shaft of this Forse Magic Dial Washer is mounted on Timken® tapered roller bearings. That's because Timken bearings have extra load-carrying capacity. They carry the load along full lines of contact between their rollers and races.

Timken bearings on the worm shaft prolong worm gear life. Because they take both radial and thrust loads in any combination, worm and worm gear shaft are held in rigid alignment. Worm gears mesh accurately and smoothly, reducing wear and maintenance.

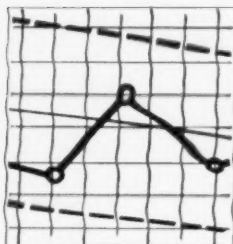
There's less power loss in the washer, because Timken bearings practically eliminate friction. Their geometrical design gives true rolling motion and they're made with microscopic accuracy to live up to their design.

And Timken bearings normally last the life of the washer. One reason: they're made of the finest steel yet developed for tapered roller bearings—Timken fine alloy steel. The only way we can get steel with high enough quality for Timken bearings is to make our own. No other U.S. bearing maker does.

Be sure to specify Timken bearings for all the laundry equipment you build or buy. Look for the trade-mark "Timken" on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

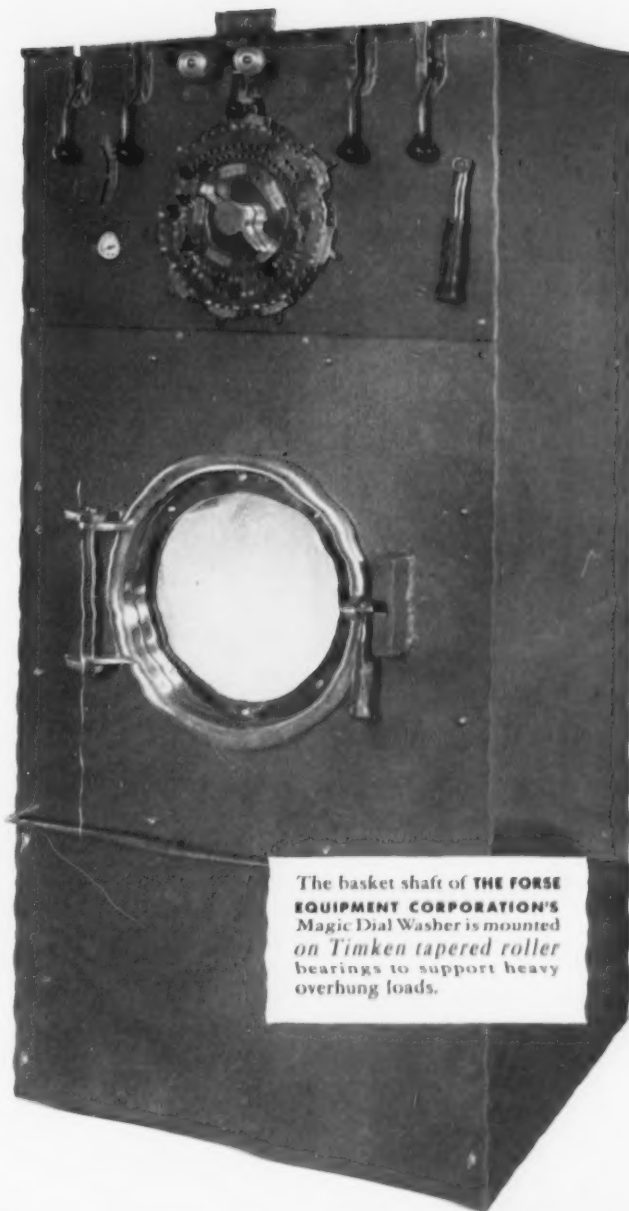


*This symbol on a product means its bearings are the best.*



## STATISTICAL QUALITY CONTROL

To insure uniform high quality and closer tolerances, the Timken Company uses statistical quality control. With it, tolerance deviations are plotted graphically. It's one of industry's newest, most scientific methods of improving product uniformity.



The basket shaft of **THE FORSE EQUIPMENT CORPORATION'S** Magic Dial Washer is mounted on Timken tapered roller bearings to support heavy overhung loads.

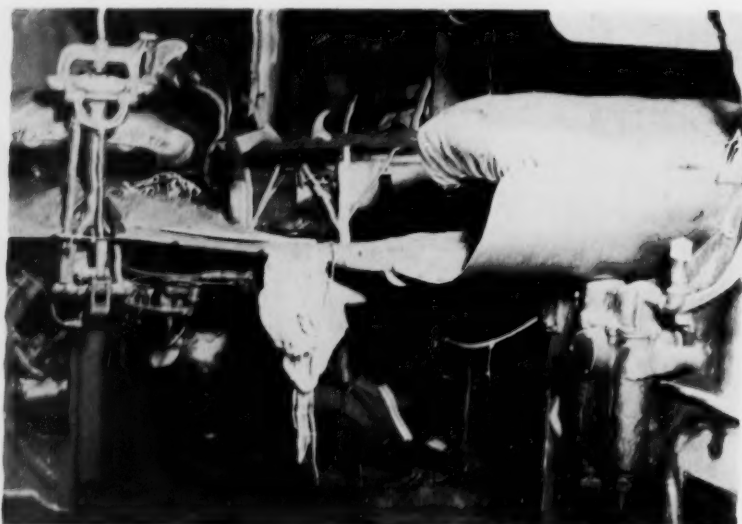
# TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

## TAPERED ROLLER BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST →↔← LOADS OR ANY COMBINATION



Inside view of Peerless Laundry. Mud-covered machinery and twisted fixtures await attention. Over-all clean-up work in the area is called "Operation Noah."



Like pants on rack, Roland's launderette of Naugatuck is limp but it's drying fast. Bundled clothes were picked up by neighboring plants which volunteered assistance. Equipment and fixtures will be replaced and launderette will be reopened.

seven 5-ton loads of muck from his building. The motors were wiped and dried with the aid of compressed air, the racks were recovered, and the entire main room was painted all in one day. (He didn't think of using carbon tet on his machines, he said when he learned that Don Targett of Danbury found it served his purpose.)

Roland's launderette feeder plant in Naugatuck fared little better. It was awash in 5½ feet of water. Some 20 machines gathered muck and silt but all are now in condition and ready for the reopening.

Targett's of Danbury cleaned up 27 motors and bailed out 3 feet of water in the boiler room, then offered aid to Roland and others in the stricken areas. Mr. Targett's cooperation was typical of laundryowners throughout Connecticut. He had to detour a half-dozen times in the trip from Dan-

bury to Waterbury. And his comment of his own trouble was quite typical, too: "As far as I'm concerned, nothing at all happened to me. Just a little water. But the others! I hope I never see anything like it again."

Perhaps hardest hit of the lower-valley plant operators was the Peerless Laundry in Naugatuck. Over \$50,000 damage was the rough estimate assigned to his loss by George Burns, plus \$16,000 in laundry and \$300 in drycleaning. The two-story frame building has been condemned and 17 employees are left jobless.

Beyond salvage are two boilers. A huge tree toppled and crashed into the rear of the building, knocking down a towering boiler stack, and still leans drunkenly against the ruined plant. Most of the machinery is useless. In 1954 the plant did \$83,000.

New Haven concerns reportedly are

## WHEN WIND AND WATER STRUCK . . .

The Naugatuck Valley of Connecticut, during the night of August 18 and the early morning hours of August 19, buckled and changed its shape as the combined fury of earth-eating rain, unstoppable rivers, overflowing lakes and relentless winds struck with terror-filled force.

A reported 49 lives were lost, and damage has been estimated at more than a billion dollars.

The greatest disaster in the history of the Northeast left in its wake thousands of homeless people, a countless number of ruined businesses, and an industrial devastation that will take years to overcome, if ever.

Demolished homes blemish the Connecticut countryside. Twisted railroad tracks and collapsed bridges attest to the transportation problem. Once-thriving businesses have been reduced to rubble. The threat of disease still hangs over most of the area. And water, which caused it all, is now needed in many cities and towns.

Space does not permit a full description of Hurricane Diane's astounding havoc. Mere words are incapable of factual accounting of the horror and destruction. Time does not allow comprehensive study. Even seeing isn't believing.

It is enough, then, to say that the situation is grim.

cleaning Peerless' bundles while George, with a shovel, is cleaning Peerless. The Shelton Laundry in Shelton has reportedly suspended operations.

The rivers and lakes of Connecticut are once again calm and peaceful. Visitors to the area are perplexed by the contrasting sight of devastation alongside slow-moving streams. They are startled to see vehicles mired in areas far removed from the rivers. They gasp at the size of the trees uprooted by the current and dashed against buildings. They doubt that an 88-year-old woman grabbed a plank in Torrington and was rescued, a few hours later, safe and sound, in Waterbury, 20 miles away.

The devastated Naugatuck Valley area between Winsted and Ansonia measures approximately 50 miles. It is a strip of debris-filled, rubble-laden earth that seems to be asking: "How can I get cleaned up?"

The Connecticut Laundryowners have set the example by displaying the two answers—Courage and Cooperation. □□



MORE and MORE  
Laundries use

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## PREMIER NYLON NETS

**FINEST WASHING** ... scientific hole size ... clothes stay in, dirt flows out

**GREATEST WASH LOAD** ... oversized net ... compensates for shrinkage

**LONGEST NET LIFE** ... heat treated ... makes nylon tougher ... lock-knitted ... no run, no ravel

**QUICKEST CLASSIFICATION** ... 10 colors

**SPECIAL FEATURES FOR SPECIAL NEEDS!** CREATORS of progressive ideas

for laundries — that's the reputation FABLOK is getting with its  
stream of laundry net innovations — new fabrics, reinforced

grommets, non-corrosive zipper closures, suspension tapes for  
conveyer systems, super-size nets ... and more to come.

See for yourself why so many  
laundries prefer FABLOK. We'll be glad to  
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exclusive FABLOK distributor.

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Amazon laundry girls line up in front of author McClatchey's (third from left) jungle plant in the Brazilian interior

## A Laundryman In the Amazon Country

A firsthand account of the problems  
facing a plant consultant in Brazil

By EUGENE MCCLATCHEY

MY FIRST IMPULSE on seeing the laundry was to pack up and leave.

The plant was situated at the far end of the camp near the Amaporee River next to the slaughterhouse. It was a screened-in structure covered over with corrugated metal sheeting. Around it stood greasy tables bedecked with dirty pots and pans that attracted swarms of flies and other insects. This was the laundry staff's outdoor lunchroom.

My staff consisted of 11 girls straight out of the bush country. Their ages ranged from 20 to 35. (The life expectancy here is from 30 to 40 years because of the prevalence of fever and disease and the generally low standard of living.) They brought their youngsters to work with them. Once we got operating, it was not un-

usual to see a mother nursing a child while folding a towel with the one free hand.

I was told that the girls received 4 cents an hour wages and one meal a day. The meal consisted mostly of rice, meat and a concoction called "farinea." This was not the cereal we all know, but a native preparation. I had the impression that none of the girls could speak English and I knew I couldn't speak Portuguese.

The interior of the laundry was absolutely filthy. It was equipped with new machinery, but it was not operating. That was my job—to teach my staff how to use it.

Up until this time, the "laundry" was handling 28 bundles per week. The girls took the bundles, divided them among themselves and washed



### EDITOR'S NOTE

Although we do not make a practice of running "adventure" stories, we feel that Eugene McClatchey's experiences reveal that particular quality of ingenuity for which laundrymen, in general, are noted.

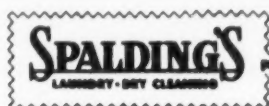
Mr. McClatchey's career as a laundry consultant has carried him from Greenland to Mexico and South America. He has spent 24 years in the laundry industry working in plants in and around New York and Wichita, Kansas. He has also owned and operated plants in Norfolk and Brooklyn. At the present time he is associated with the Maimonides Hospital of Brooklyn, New York.

Early this year Mr. McClatchey was called in by a major construction company to set up a laundry to service a colony of 150 American families and some 100 native office workers situated at a camp 85 miles northwest of the city of Macapá, Brazil. This is his story.

# GOOD EMPLOYEES ARE IMPORTANT

## OPERATOR COMFORT

*increases production  
reduces claims  
eliminates employee  
turnover*



PHONE JACKSON 6441

1374 AND BRECKINRIDGE STREETS, LOUISVILLE 10, KENTUCKY

Dec. 11, 1954

James E. Cox Co.  
723 Ponce De Leon Place, N.E.  
Atlanta, Georgia

Attention: Mr. Wilmer C. Dutton

Gentlemen:

We are very well pleased with the Eureka Ventilating System which we installed this past spring. The employees are much happier with their own ventilator, and it has worked out extremely well in the past hot summer.

We find that by bringing the air through a stream of cold water we can reduce the temperature of the air about ten degrees. That means the air directed on the operator has just come through the system as contrasted with the air on the roof outside.

Yours very truly,

SPALDING LAUNDRY & DRY CLEANING CO.

*J. E. Spalding*

The "EURECO" Spot Cooling System will supply a pre-determined volume of fresh evaporative cooled outside air delivered at a velocity of 2500-3500 feet per minute. This air is distributed by means of high pressure main conduits to smaller branch conduits that terminate at operator work stations (SEE PICTURE). Operator can adjust air-flow nozzle in any direction and from full flow to fully closed.

## EURE AND COMPANY

Box 221, Edgewater, Md.

Yes, I'm interested in the "EURECO" Spot Cooling System. Tell me more with no obligation involved.

Plant

Address

City & State

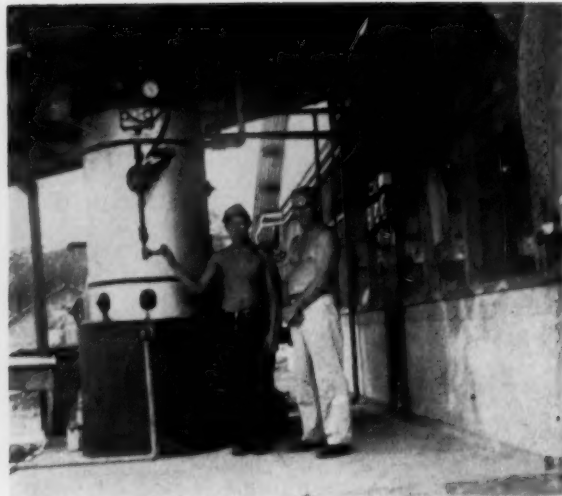
By

59

Position



**Washroom** had conventional equipment but it took ingenuity to get basic operational supplies



**Power plant** was the responsibility of this skylarking native fireman who spoke no English

them by hand at the river. While they were doing it, they chatted animatedly and engaged in frequent arguments. As might be expected, the contents were often mixed and pieces lost during these exchanges.

Taking inventory, I found I had two 50-pound washers, two 10-pound extractors, one tumbler, a handkerchief ironer, a topper press, one set of puffers (I can't imagine why), a starch cooker and six ironing boards.

I also found that the 40 boiler hp, high-pressure boiler was carrying 125 pounds steam pressure with all-pressure piping and fittings to the equipment in the laundry. The system had to be watched constantly. As soon as a union started hissing or leaking, we would shut down immediately and replace it.

#### Almost no soap

My supplies consisted of one drum of liquid soap, some padding and very little else. The soap in this case turned out to be the kind used in lavatories. And the padding for the ironing and pressing equipment, while new in the sense that it had never been used, was mildewed and rotted.

I had been instructed to prepare a list of necessary laundry supplies but was warned that it would take from three to six months for a shipment to be delivered. This problem was further complicated by the fact that none of the supplies which were obtainable in Brazil could be imported from the States.

The first order of business was to have the crew scrub down and disinfect the plant. The old tables were carted away and the area made ship-

shape. It took all hands a whole day before any impression had been made, and a full week before we were squared away.

On our first operating day, I discovered there was nothing to be found for marking customer bundles. I tried my ballpoint pen, and ran a load to see if the ink would hold in the lavatory-soap formula. It worked.

The marking and sorting chore was turned over to one of the girls who showed a fair standard of intelligence. At least she could read and write and understood a little English. I sug-

gested using the first three letters of a customer's last name and had her mark in small lots. If there was any mistake, it would be confined to five or six bundles. The girl seemed to understand exactly what I wanted done and turned out to be very helpful to me. In time, she was assigned to be our floorlady.

Another girl was put in charge of washing and extracting. She was a full-blooded Indian and showed great interest in the excess poundage around my middle. She constantly threatened to cut it off and eat it. This didn't bother me, except that such natives are known to eat almost anything that walks or crawls.

I set up a hand-finishing system on shirts, got the handkerchief ironer going and had the pants and heavier garments finished on a couple of utility presses. Eventually everyone was assigned to a task and we were in business.

Where in the past it had taken the same girls two weeks to complete 28 bundles we were now able to process that entire load in just one day. By the end of the first week our volume had increased to 40 bundles.

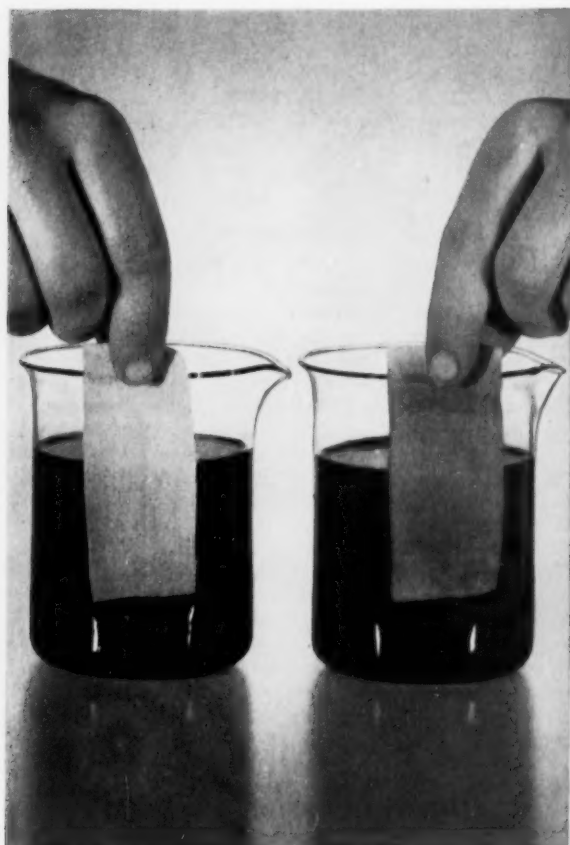
The volume continued to grow as the camp facilities were expanded. We got flatwork from the newly opened hospital and linen from the dining room in addition to our regular work. Since camp personnel were not obliged to pay, they took full advantage of this service. The average family bundle ran to 18 pounds of finished laundry.

By the end of the second month of operation, we had to put on a night crew of male help at 6 cents an hour to turn out the work. We were doing

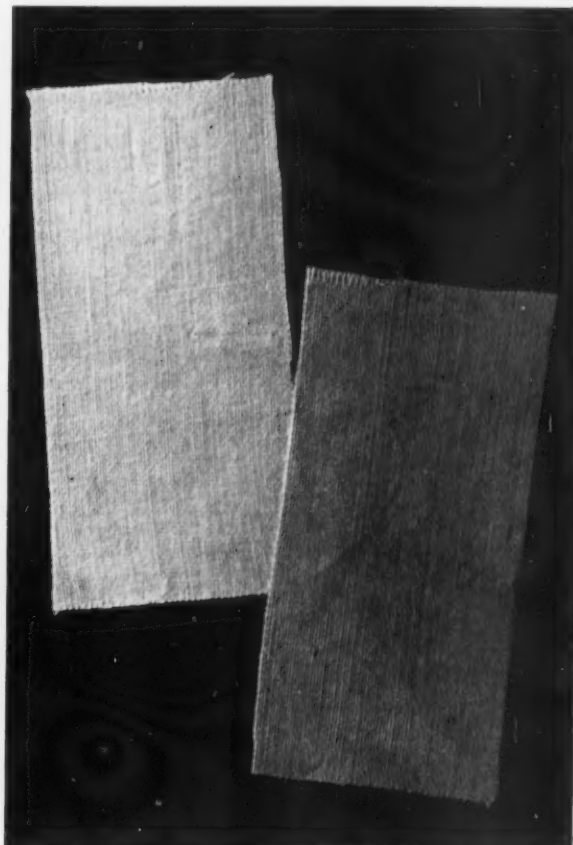


**Adventurer Eugene McClatchey** displays a charcoal-burning hand iron which he brought back as a keepsake from South America. His crew used electric ones in the plant





A swatch of cotton muslin (left) is treated for 30 seconds in solution of  $\frac{1}{2}$  teaspoon ARLAC in 10 ounces of warm water, plus 15 drops of standard carbon soil. At right, identical swatch is treated in same manner, except an average soap builder is used.



Both swatches are rinsed and pressed dry. At left, swatch treated in ARLAC solution shows ARLAC's high soil suspension power. Swatch at right shows intense darkening effect, caused by inferior soil suspension properties of average soap builder.

## Tests prove Wyandotte Arlac has greater soil suspension... gives whiter washes!

Now you can have whiter, cleaner washes at big savings! Wyandotte ARLAC\*—a highly active alkaline detergent and soap builder, containing exclusive Wyandotte CARBOSE\*—activates soap... cuts soap costs 20% to 30% over average builders!

### Outstanding Soil Suspension with ARLAC

Because of its extremely high soil suspension properties, ARLAC gives a whiteness retention of

98% to 100%. And there's no need to add soap to the break! You can use ARLAC alone, without fear of graying. You'll cut down on washovers, too!

ARLAC goes into solution completely, instantly... rinses easily and freely! What's more, ARLAC is gentle to all fabrics: tensile-strength loss averages only 3% to 6%!

### Try ARLAC today!

Call in your Wyandotte representative for a demonstration of

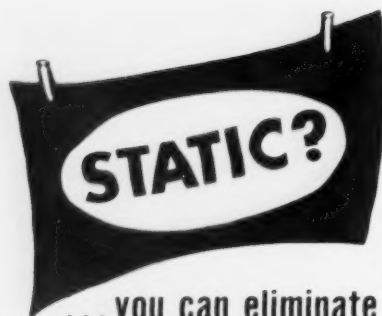
ARLAC, today... for higher quality washes at lower cost! Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, Calif.

\*REG. U.S. PAT. OFF.

 **Wyandotte**  
**CHEMICALS**

*Helpful service representatives in 138 cities in the United States and Canada*

**Specialists in Laundry Cleaning Products**



**...you can eliminate  
it safely, inexpensively  
and effectively!**

The SIMCO "Midget" Static Eliminator is guaranteed to be the most effective, yet least expensive means available for all folders and ironers! Write today.



185 bundles, 900 sheets, 500 pillowcases and about 400 pounds of rough-dry work.

When we weren't busy processing, we devoted our time to equipment maintenance. The jungle dampness had a very deteriorating effect on machinery. New rust stains would appear overnight. I had the girls going around with wire brushes and paint pots keeping the equipment in shape.

In the course of four or five weeks my soap supply ran out. I foraged about and finally discovered 48 cases of shampoo put up in quart bottles. I was able to requisition half this supply and used it until a shipment of brown bar soap arrived.

The washing formula had to be changed about this time because the work wasn't coming out too clean. We had no bleach or sour. I found that by melting down the brown soap and using it in liquid form with about 4 ounces of caustic soda, I could turn out a fairly clean load of khaki, but the white work continued to suffer.

This problem was not resolved until I discovered that the engineering department had 800 pounds of dry bleach which it used to chlorinate the camp's drinking water. The chlorinating apparatus was out of commission, but they would not part with

any of the bleach when I asked for some. At least, not until I picked up one valuable piece of information. I heard that the head of this department was soon to be married and would need a dozen clean shirts and five or six presentable linen suits for his planned honeymoon. I told him he couldn't get this order filled unless he'd cooperate by giving me a can of bleach. He quickly relented and gave me 85 pounds.

On one of my trips back to Macapa, I ran across some domestic-type bluing—the type that comes in one-ounce packages wrapped in cheesecloth. I ordered 10 cases of this bluing and the white work started turning out very nicely.

But we still didn't have any starch!

We solved the starching problem eventually by experimenting with brown wild rice. We had plenty of it on hand. I tried cooking some up in the starch boiler. Sure enough, it had a stiffening quality, but it also turned brown and gave the impression of a scorch stain when applied to garments. On experimenting further, I found that the grain could be bleached white by exposing it to the sun's rays. We had to watch to keep the birds from eating it, but in the end we were rewarded with as good a starching job as any laundry can produce in the States.

Sometimes one find would result in uncovering another. I learned, for instance, that one of the local men had a bottle of regular marking ink which he had acquired somewhere during the last war. He gave me the ink and I went to the drafting department for a drafting pen. There I made another discovery—20 cases of

caustic soda. It was a lucky break, for my meager supply of ballpoint ink was rapidly running out. I knew the ballpoint ink wouldn't hold in caustic soda and this provided a good opportunity to change over to marking with a drafting pen.

### Jungle hazards

Aside from these operational difficulties there were numerous other annoyances. Since we were near the equator the male help, including myself, worked without shirts. We were fair game for all insects. One in particular was especially annoying. It resembled a grasshopper and was about 6 inches long. When it alighted on your person it would stick its sharp hind legs under the skin for a firm foothold. Snakes, poisonous and non-poisonous, abounded everywhere. When we left flatwork bundles on the floor there was certain to be a snake or lizard in the pile the next morning. One morning during the rainy season I opened up the plant to find two poisonous snakes and three sloths as our first customers. The sloths, though slow-moving animals, can cut a dog's throat in a matter of seconds. I've seen them do it.

At the end of four months I had the laundry established and was on my way back to the States. It had been a stimulating experience. I picked up some Portuguese and learned to admire the natives, their habits, their loyalty and integrity. If it were not for the fact that I had family obligations, I would have gladly stayed on longer. It was a wonderful opportunity for any man with a yearning for some firsthand "adventure." □□

### How Color Sells Laundry Service

(Continued from page 26)

Kent as an ideal husband-wife business in which a little cash and a willingness to work were the prime requisites for success, and where there was little need for formal training or years of experience. Mrs. Kent had been in charge of the alteration department of a laundry and drycleaning plant in Pasadena, while Mr. Kent was a production manager for a precision-instrument manufacturing plant.

At the moment, the Kents do not intend to take drycleaning orders since that would entail extra storage space. A gross volume of about \$4,000 a month is anticipated with their present equipment, according to Mrs. Kent.

The Kents employ a bundle-wrap-

ping technique that is standard in all Laundramatics. They use 30-inch-wide blue paper, with one end open to view in order to show the contents of the bundle. This makes a package 26 inches long by about 9 inches wide, with socks and small pieces used to fill in the closed end.

Special care is exercised in folding. Towels are folded so that they are ready for hanging on the customer's towel racks and sheets are folded for easy placement on beds.

A permanent tag marked with the weight of the basket, the customer's name and that of Kent's Laundramatic is fastened to the handle of the customer's basket when the first order is received. □□



# Clinton®

## STARCHES

### put the form in uniform

Pleasant to look at? Yes! But, she's only one of your many uniform customers. Actually, Clinton starches put "body" (no pun intended) and crispness in all sorts of uniforms and aprons — for doctors, dentists, nurses, industrial workers — like meat packers and bakers — and many others.

And *you* get quick boiling . . . fast penetrating action . . . easier ironing . . . and flexible finish, plus uniformity with Clinton starches.

No wonder the use of Clinton starches is fast becoming a uniform practice.

and remember : technical service in connection with  
: your specific problems is available  
: upon request.



## Quality products

FROM THE WORLD'S CORN CENTER



CLINTON FOODS INC.

Corn Processing Division

CLINTON IOWA



By ROGER GANEM

*Here's a real scrub team*

*Raleigh's of New Rochelle—*

## The Athletes' Laundry



Plantowner Nick Mayer inspects incoming order of athletic gear to be renovated. His know-how as both drycleaner and sports goods manufacturer give him a reputation in America's sports arenas

**Where knowledge of both laundering and  
sporting goods makes all-star combination**

EVER WONDER who cleans up the uniforms for the big league teams? Well, a good part of this business goes to the Raleigh Athletic Equipment Corporation at New Rochelle, New York.

This 25-year-old firm is owned and operated by the Mayer brothers—Nick and Fred—a couple of heads-up businessmen who parlayed their knowledge of laundry technique and sports equipment into a very profitable enterprise.

The Mayers handle baseball uni-

forms for the New York Yankees; football uniforms for the Washington Redskins; basketball togs for the New York Knickerbockers, and all the sports equipment for West Point and Columbia University teams. But the Raleigh Corporation doesn't make a specialty of servicing only big league teams. It also caters to the Little League clubs and a countless number of high school teams all over the country.

National recognition of this sort doesn't happen by chance. One very

definite reason for the company's success is that the Mayer boys are particularly well-equipped with a first-hand knowledge of the cleaning and sporting goods industries. They ran a drycleaning plant for 10 years and then spent another decade as manufacturers of sporting goods equipment. It wasn't until 1948 that the brothers merged these talents and made Raleigh's exclusively a reconditioning center for tired sports equipment.

It was an easy and inevitable union of arts. Reconditioning implies im-





# are Obsolete Lint Collecting Methods

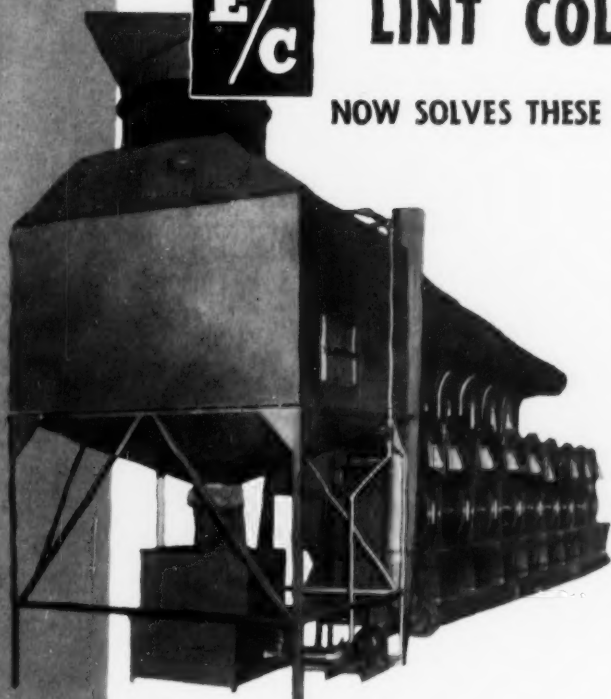
COSTING YOU MORE THAN THEY SHOULD — In

- Profitless, Excessive "Down-Time"?
- Less Than Highest Volume of Tumbler Output?
- Risks of Possible Fire Hazards?



## LINT COLLECTOR System

NOW SOLVES THESE PROBLEMS - YOU PROFIT 3 WAYS!



Here's how: you get perfect lint collection every operating hour because all lint from tumblers automatically collects in a self-cleaning receptacle. You eliminate "down-time"; it won't exist for you. WITH-OUT shut down of tumblers, one man disposes of lint in minutes. Result? 20%-30% more tumbler output per hr. In one week's operations, you make more and keep more profit per sales dollar with added volume!

Eastern Cyclone's spray system traps lint permanently. No fire hazard exists. Your plant is cleaner, healthier, safer. These advantages are hard to beat, and only an E/C Lint Collector gives them to you.

For FREE Complete Literature Mail Coupon Today

**EASTERN CYCLONE**

876 Van Houten Ave., Clifton, New Jersey

Please send free folder ☐

Might have your engineer phone ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

JOBBER \_\_\_\_\_

Be Sure to See E/C Lint Collector  
at A.I.L. Exhibit, Nov. 18-19-20.

JOBBER: A few selective territories available

## EASTERN CYCLONE

COMPLETE PLANT ENGINEERING SERVICE

876 Van Houten Ave.,

Clifton, New Jersey

MANUFACTURERS OF

CIRCULATING SOAP SYSTEMS—ELECTRONIC COUNTERS FOR SMALL PIECES—  
WASHING MACHINE LOADING HOPPERS—LINT TRAPPING SYSTEMS.



**Laundrying department** consists of two 125-pound washers, two 24-inch extractors and three 35-pound tumblers. Four utility presses are employed in finishing. Note football pants hung inside out from rafters

provement. And one way to improve anything is to clean it up. "It is senseless," says Nick Mayer, "to replace letters and patch up uniforms and then return them to the owners in a soiled condition. So we wash them, too, as part of the service."

Two of the biggest bugaboos so far as the laundrying end of the operation is concerned are shrinkage and color bleeding. These problems are largely averted by careful diagnosis and special handling. Every garment receives individual attention. If it is found to be unserviceable, Raleigh won't touch it.

Most athletic uniforms feature more than one color. Pre-inspection will determine whether or not these colors are fast. And these findings dictate the washing formula. The use of fugitive formulas prevents excessive bleeding.

Letters and numerals which may "run off" are removed for safety's sake. Those made of chenille material are left on but watched carefully throughout the washing operation. With a short run and natural drying these may be smoothed out by hand with little difficulty.

### Sports make heavy soil

Football uniforms present a formidable problem and there is no one set of rules to govern their handling. Raleigh's makes a practice of removing the padding material (felt, capok or sponge rubber) to prevent its balling-up and restitches padding where it is sewed in after the garments have been thoroughly dried. It takes time, but results in a better job.

Since football is a contact sport, the

uniforms are usually badly soiled with ground-in dirt, grass stains and, quite often, blood. No attempt is made to prespot, for most of the soil and stains are removed during the washing cycle. If the garments need additional care after washing, Raleigh's will "spot." But it pays particular attention to using a spotting agent which will not harm rubber—most football equipment is rubberized.

Where the particular uniform used in a sport may have pockets, Raleigh's checks to make certain these are empty. A plug of chewing tobacco in the pocket of a baseball uniform spells trouble. It acts as a dye in the washwheel and can stain the entire load. While the Yankees may have 10 complete sets of wool-flannel uniforms for each player, they have no use for a tan set.

After they are washed and extracted, the garments are either tumbled dry or are hung on rafters to dry naturally, depending on the material and its shrinkage tendencies. One famous ball club has its uniforms washed as often as 50 times a year. Raleigh's boasts less than 1 percent shrinkage on this account.

Besides washing such standard apparel as shirts and trousers, Raleigh's also makes a practice of running shoes, helmets, shoulder pads, gloves and chest protectors in its washwheels! These are given a very short run and then placed immediately on forms to prevent shriveling and distortion. It's just enough to remove the surface grime in the first step of renovation.

Another reason for Raleigh's popularity among athletic teams is its ability to provide fast service. The Redskins once air-expressed their uniforms

to the plant but some delay en route prevented their arrival until the morning of the afternoon game. Raleigh pushed the order through and managed to deliver them by car to Philadelphia in time for the contest. Talk about same-day service!

Arrangements for pickup-and-delivery service are the chief concern of six Raleigh fieldmen. They are paid on a salary-plus-commission basis and cover New England, the Midwest, the East and Far West. Raleigh's services between 80 and 100 schools and teams weekly.

Plans are currently under consideration to either increase the size of the present plant or move to a new location. The equipment is just sufficient to provide for present demands operating on a five-day week (six on emergency calls). New and larger equipment will have to be added and all-important hanging space increased.

Storage room, too, will be needed, for Raleigh's provides facilities for storing uniforms of many schools that do not use the equipment until the start of the season the following year. In such cases, the firm cleans the uniforms, mends rips and tears, and re-leathers if necessary. But its main task is to recondition athletic equipment of all types. At the moment it launders athletic equipment for 22 different sports activities.

How's competition? Recently a Long Island operator underbid Raleigh on a chance to clean all the athletic uniforms of a fairly large school. It didn't take long for the low bidder to find out just what such an operation involves. And he willingly turned over the account to Raleigh's in short order. □□



# SELL WHAT YOU WASH

**Now LASCA offers the  
logical and integral service  
to add to your business—  
net profits for you — added  
incentive and income for your  
route salesmen.**

**Sell Name Brand sheets, towels, shirts and underwear to your route customers. A housewife is never more conscious of her supply of sheets, towels, etc., as she is when sending out her laundry.**

LASCA will provide each routeman with a neat looking catalog featuring only Name Brand washable sheets, towels, pillow cases, men's shirts, socks, underwear and nylon hosiery. On the route the salesman will present the line to the housewife, take the order and bring the merchandise on his next delivery date.

All profits to the Laundry and routeman are net: LASCA absorbs all costs of mailing and advertising, warehousing and packaging, 1000 dollars profit to each route-

man with an equal amount realized by the Laundry for each route is easily reached in one year.

Package inserts or mailers are provided by LASCA along with sales letters to the routemen and a sales plan for the Laundry executives to follow.

What is more natural than for the

Laundry to sell the shirts and sheets it washes?

There is no investment for you, no inventory, no advertising costs . . . and all merchandise sold on a money back guarantee.

The service is complete. No detail has been overlooked, from training courses to continuous advertising in the laundry name.

## LASCA, INC.

Laundry Service

Corporation of America

**363 SEVENTH AVENUE  
NEW YORK, NEW YORK**

### LASCA, Inc.

363 SEVENTH AVENUE, NEW YORK 1, NEW YORK

*Please send me further details on the LASCA profitable route service.*

Name

Plant

Address

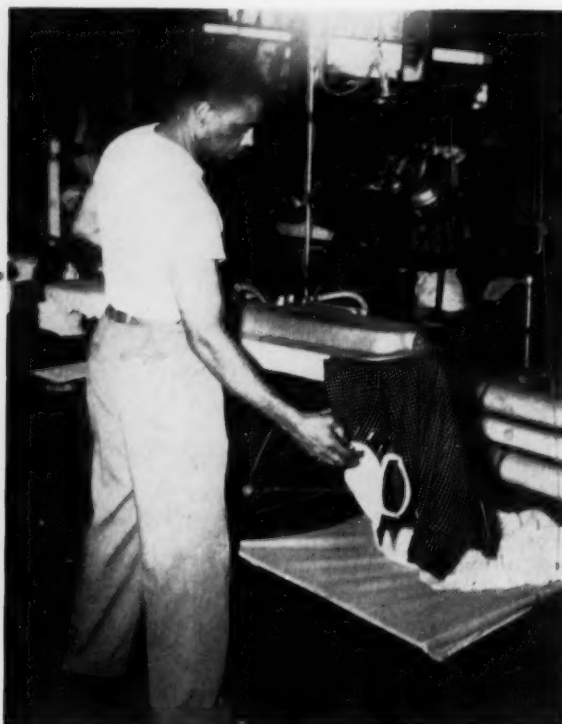
City

Zone  State

No. of Trucks



**New cotton-dress service** begun this summer called for shifting of cottons from laundry to drycleaning department. Better finishing, special handling, like use of garment bags shown above, have won tremendous customer acceptance



**Finishing** of cotton dresses after sizing is done on standard drycleaning press, giving soft, luxurious feel not possible through former laundry methods. Parts of garments that can't be handled on press are ironed by hand

## How Cotton-Dress Volume Zoomed

**Shift from laundry to drycleaning gets quick acceptance and boosts specialty 400 percent**

ANY TIME A LAUNDRY can increase its summer volume of cotton dresses by nearly 400 percent a week over the previous year—that's good. But when it can accomplish this feat at the same time that it raises its price by approximately 25 percent—that's sensational!

This success story is the direct result of the decision made this year by the Brighton Laundry in Brooklyn, New York, to offer a new summer service on cotton dresses by taking them out of the laundry and handling them in the drycleaning department only. The principal results, exceeding Brighton's fondest dreams, were threefold:

By GERALD WHITMAN

1. The firm's drycleaning volume, which normally experienced decline with the advent of June and hot weather, received a welcome shot in the arm with a sudden influx of cotton dresses.

2. The new service has enjoyed tremendous customer acceptance, the price hike notwithstanding, because the finished quality is much better.

3. Most of Brighton's 70 routemen have increased their salaries \$5 to \$15 a week this summer, mainly because of the greater cotton dress volume.

The desire to stimulate activity in the drycleaning department during the usual summer doldrums was not the prime reason for converting cotton dress processing from laundering to drycleaning, according to Charles B. Shacter, Brighton's general manager. With the evolution of the cotton garment from a practical to a more fashionable and expensive item, management felt that the public wanted and was ready for better quality handling and finishing.

### Cottons are fashion items

In the past, most cottons were of the "housedress" variety and were





**"just to remind you . . ."**

For thorough detergency  
exceptional whiteness maintenance  
safety to fabric strength  
savings in time and manpower  
minimum supervision —

*there's nothing quite like*

**OZONITE**

*the scientifically balanced soap*



*Procter & Gamble*

BULK SOAP SALES DEPT.  
CINCINNATI, OHIO

**OZONITE** — your washroom efficiency expert.

When a third to a half of a laundry's normal clientele leaves town for the summer, its hot-weather volume would be expected to fall off at about the same rate. Brighton Laundry in Brooklyn, New York, however, follows many of them to their summer-time haunts.

Brighton is located in the southern part of Brooklyn; route salesmen normally serve beach and resort areas in neighboring Nassau and Suffolk Counties once a week. During the summer the routemen serving those areas are ordered to step up their service by making at least two calls a week.

Route salesmen who serve the city areas are required to keep up their volume and bring in their quotas of new customers. Bundle inserts stressing seasonal services and routemen's contests help them achieve this goal.

handled by Brighton as a straight laundry item. They were washed, sized and finished with laundry equipment. This summer, because cottons are achieving a more fashionable effect with their emergence as expensively tailored evening gowns and cocktail dresses in dark and multicolored hues, Brighton took a new approach. It will give its customers drycleaned, softly finished cottons instead of cottons with the laundered and starchy "housedress" hand.

Since the cottons were taken completely out of the laundry, the price structure was also changed to conform with that of drycleaned articles. Where the former price for a laundered cotton dress was 79 cents, Brighton is now charging \$1.19 for its drycleaned product. This price increase of approximately 25 percent

per dress is being effected with a per-unit processing cost increase of less than 10 percent.

Public acceptance of the new quality service, in spite of the price rise, is spelled out by the fact that where the laundry department formerly averaged 100 cotton dresses a day, the drycleaning department this summer handled from 350 to 400 cottons a day, a volume jump of close to 400 percent.

Although the minimum price for a drycleaned cotton dress is pegged at \$1.19, Brighton actually gets \$1.40 for the average cotton—almost the same average price received for silks and woollens—because many of today's fashionable cottons have jackets, pleats and other frills which are considered extras.

Since Brighton does no advertising outside of bundle inserts and direct mail, its new cotton dress service was pushed entirely by the firm's 70 route salesmen. Relatively few customers objected to the price increase when the routeman explained the new quality service. Those who did offer token resistance were assuaged when they were told they didn't have to pay for the cottons if they weren't completely satisfied with the improved appearance. Not one customer has so far taken advantage of this offer, according to Mr. Shacter.

#### How cottons are handled

In the drycleaning department, Brighton cleans most of the cottons in a 65-pound petroleum unit which is operated by a 1 percent charge. Cottons that are particularly dirty are wet-washed in 15-pound wheels. In the wheel, dark garments are washed on the sour side (neutral soap plus a few ounces of hydrofluoric acid) to protect the colors, while fast colors,

pastels and whites are washed with a low-titer soap.

Every garment is then dried and segregated by color before sizing. A 30-gallon dip tank, capable of holding 25 dresses at a time, is used for sizing. The size solution consists of 12 parts of 140°F drycleaning solvent to one part of dry size.

The dresses then are gently extracted by bringing the extractor up to high speed and shutting it off. Complete drying in a tumbler follows. Finishing is done on a hot-head with reduced steam pressure. Instead of working with a damp garment, as was done in the laundry, the presses now work with a dry garment over which they use a fine water spray. Any parts of the dress that cannot be finished properly on the pressing machine are hand-ironed.

As a result of this type of handling, the finished garments have sufficient "body" without being coarse, a quality that Brighton's customers have been quick to accept and for which they seem willing to pay. □□

Another way in which Brighton Laundry helps to counteract the usual summer decline when the wives and children are away is by requesting its routemen to offer special service to the husbands remaining in town.

Normally, Brighton wouldn't be interested in having its routemen make a stop to pick up a few odd pieces, preferring that its men bring in larger bundles. To accommodate the husband, however, and so keep that family's trade on a year-round basis, routemen are encouraged to pick up whatever the husband has in his hamper—even if it's only two or three shirts and some socks—and to make calls at the husband's convenience.

## LAUNDRY BUSINESS TRENDS

### New York

July 2—0.2% more than last year  
July 9—6.5% more than last year  
July 16—5.9% more than last year  
July 23—6.3% more than last year  
July 30—3.6% more than last year

M. R. Weiser & Co., New York

### New Jersey

July 2—1.9% less than last year  
July 9—0.4% more than last year  
July 16—3.9% more than last year  
July 23—0.4% more than last year  
July 30—1.3% less than last year

M. R. Weiser & Co., New York

### New England

July 2—2.2% more than last year  
July 9—9.5% more than last year  
July 16—4.9% more than last year  
July 23—6.9% more than last year  
July 30—8.4% more than last year

Carruthers & Co., Boston

### Southeast

June 7% more than last year

J. R. Wilson & Co., Atlanta

**LOOKING FOR LONGER PRESS COVER WEAR?  
LOOKING FOR BETTER FABRIC FINISHING?  
LOOKING FOR LOWER COVER COSTS?**



***Man, You're Looking For***

# **BULLDOG X1**

## **NYLON PRESS COVERS**

Now, at last, the highest grade thermo plastic resin treated cover cloth is no longer monopolized. Our mill is now ready to turn out thousands and thousands of yards of this miracle cover to meet the demands of laundries in all parts of the country.

Developed through intensive research—designed, engineered and tailor made to fit all presses, BULLDOG X1 is also available in rolls 54 inches wide.

Want to see a cover cloth that will give you more than 40,000 shirts—that will lose but 25% of its tensile strength after 15 hours at 390 degrees of heat? Then call your jobber today and ask to see the longest wearing cover cloth in the industry—at a price that defies comparison—BULLDOG X1.

*If your jobber does not handle the Bulldog line write us for a sample and prices on the new BULLDOG X1 press cover.*

### **THE BULLDOG LINE**

BAR-MASTER NETS  
MASTERKNIT NETS  
ECONOTEX 2 x 1  
WOVEN NETS

BULLDOG 2 x 2  
WOVEN NETS

ASBESTEX  
PRESS COVERS

BULLDOG X1  
PRESS COVERS

NYLOTEX X1  
PRESS COVERS

DACROTUX  
DACRON COVERS FOR  
FLATWORK IRONERS

FLAN-L-TEX  
METAL PRESS PADS

**Sold Through Jobbers Only**



# **X. S. SMITH, INC.**

RED BANK • NEW JERSEY



**Birthday chorus** comprises two sets of twins—Bob and Dick Kenney and Dorothy and Dolores Jones—billed as "Twin Melodiers." They perform almost daily at Davis Laundry

## Birthday "Broadcasts" Help Build Morale

**Ohio laundry uses its PA system to  
promote better employee relations**

"GOOD AFTERNOON, ladies and gentlemen. This is Station W-E-K, Cleveland. Welcome to Birthdays on Parade. Today we honor another of our faithful workers. . . . Now a number from the Twin Melodiers. . . ."

"Station W-E-K" is a public address system installed throughout Davis Laundry & Cleaning Company's large plant in Cleveland. And the birthday "broadcasts" are one of the popular extras which have made for better management-employee relations for Davis.

Staged almost daily just before plant closing time, these programs honor one or more of the plant's 175 employees. The informal script includes the reading of the names of all employees who are celebrating birthdays or important anniversaries on that date. From personal records, it is announced when these workers first came to the plant, what departments the feted employees work in, and any personal notes which may be appropriate.

The "Twin Melodiers" is a mixed quartet consisting, as the name indicates, of two sets of twins: Bob and Dick Kenney, Davis department managers, and Dorothy and Dolores Jones, employees. They sing the traditional

"Happy Birthday to You" or "Anniversary Waltz" and then encore with one of the employee's favorite tunes. Without musical accompaniment, the quartet sings harmoniously and well.

"Such gestures take little time and are invariably appreciated by employees, who look forward to our 'party broadcasts' almost eagerly," reports William E. Kenney, Sr., Davis

Laundry vice-president and general manager. The letters W-E-K in the "station" name refer to Mr. Kenney's initials.

"People love to hear their names broadcast," Mr. Kenney continues. "It is one of the little-but-big things we consider important for best employee relations. Birthdays, important anniversaries, the retirement of a long-term employee and, of course, special holiday parties are our broadcast occasions."

While Davis Laundry offers its employees a participating group insurance plan, a modest annual bonus based on length of service with the company, and invests in plant air conditioning and other conveniences to give employees the best possible working conditions, the novel broadcasts almost daily remind employees of the management's sincere concern for and consideration of them.

The effect of such employee-consciousness at Davis is apparent in the extremely low turnover of personnel there. Ninety-one employees have been with the company for from 5 to 54 years. Fifty are grouped in the 5-to-15-year service category, and 23 have 24-to-31-year steady-employment records.

"Within our limits, we try to express our appreciation for a job well done by putting something extra in our employees' pockets. The profit picture was such that we have been able to double our annual bonus—for which 77 percent of our employees qualified last year—for the past two years," Mr. Kenney says.

"We also try to make our plant a pleasant and comfortable place in which to work. But it's the small gestures like our birthday broadcasts that put something in the employees' hearts, whence loyalty comes." □□







# Troy adds this to flatwork ironing

**P**

**PRODUCTION UP 15 to 20%** - Troy's new, quality Speedline Ironer processes flatwork at 115 feet a minute . . . turns out 15 to 20% more flatwork per hour . . . at proportionately lower cost. This high speed is made possible by Speedline's 13 $\frac{3}{8}$ " rolls, greater chest area, and 125 pounds steam pressure. You'll find this feature only on Speedline.

**S**

**SILENT OPERATION** - thanks to Speedline's new all-chain drive. Noisy gears have been 100% eliminated. So Speedline runs quietly . . . and all-chain drive is exclusively Speedline's. Employees can turn out more work, suffer less fatigue . . . and work in greater safety too. For only the quality Speedline has a magnetic safety brake as standard equipment. When the motor is cut off, rolls stop dead without coasting.

Send for Bulletin YF-40-55 which explains Speedline's tapered roller bearings that need lubrication only once in 6 months, last years longer — and completely describes this new high-speed ironer. Also request "Pay-Off Calculator," to determine how soon labor cost savings will pay for new equipment.

**FREE CALCULATOR  
AND  
BULLETIN . . .  
MAIL COUPON**



# Troy LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS  
World's oldest builders of power laundry equipment

**TROY LAUNDRY MACHINERY, Dept. 5LJ-955**  
Division of American Machine and Metals, Inc., East Moline, Illinois

Please send Bulletin on

☐ Speedline Flatwork Ironer

☐

(State other type of laundry equipment)

☐ Send "Pay-Off Calculator"

FIRM NAME

ADDRESS

CITY

ZONE

STATE

ATTENTION OF MR.

# A.I.L. Announces National Convention Plans

Top speakers and exhibit highlight program at Philadelphia November 17-20

FINAL ARRANGEMENTS for the American Institute of Laundering's 68th annual convention and exhibit are fast being made.

This year's show, now less than two months off, will take place at the Convention Hall in Philadelphia, Pennsylvania, November 17 through 20.

As for past conventions, the staff members and AIL board of directors have arranged an impressive program that includes outstanding speakers from trade associations, allied industries and AIL member laundries throughout the country.

With the exception of the "Early

Bird Session" to be held at 2:00 p.m., Thursday afternoon, November 17, in the Drake Hotel's Ballroom, all business sessions will be held in the mornings, starting promptly at 9:30 a.m. The Friday and Sunday sessions will take place in the South Exhibition Hall of the Philadelphia Convention Hall, and Saturday's session in the ballroom of the Convention Hall.

The exhibit promises to be an outstanding attraction. It is billed as the largest display of laundry-drycleaning machinery, supplies and services since 1947. One reason for this overwhelming turnout is the fact that the next ex-

hibit is not scheduled until 1957. The South Exhibition Hall of the Philadelphia Convention Hall is the setting for this year's display. Exhibit hours are from 12:00 noon until 6:00 p.m., Friday, Saturday and Sunday, November 18-20.

In preparing the program, AIL's staff and board of directors have arrived at happy mixture of business and pleasure. Although the business sessions emphasize the serious aspects of laundry management, time is allowed for entertainment.

The tentative program follows:

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

## THURSDAY, NOVEMBER 17

Chairman: Albert Johnson, AIL general manager  
Topic: "Production-Financial Management-Sales and Advertising"

Place: Ballroom Floor, Drake Hotel

2:00 p.m. "Togetherness," George H. Isaacson, director of service departments

"Fifty Years of Figuring," Robert O. Brown, manager, accounting department

"The Truth About Shirt Finishing," A. L. Christensen, manager, department of production and engineering

"Eavesdropping on the Grapevine," William E. Mercer, manager, department of sales and advertising

8:30 p.m. Get-Together Party, Crystal Ballroom, Benjamin Franklin Hotel

## FRIDAY, NOVEMBER 18

Chairman: Denys R. Slater, Fishburn Cleaning-Ideal Laundry Cleaning, Dallas, Texas, AIL president

Topic: Open

Place: Philadelphia Convention Hall (South Entrance)

9:30 a.m. "What Makes Us Tick," industrial film developed by New York Stock Exchange showing some of the things laundrymen should know about stocks

Introduction of AIL board of directors and presentation of plaques to Edwin W. Pearce, past president of AIL, and Fred W. McBrien, past director of AIL

"Miracles Through Service," J. Roger Deas, American Can Company, New York City

"Showmanship in Business," Zenn Kaufman, sales consultant, New York City

1:00 p.m. Luncheon Meeting for Committee of One Hundred, Pennsylvania Room, Penn-Sherwood Hotel

## SATURDAY, NOVEMBER 19

Chairman: George Y. Klinefelter, Elite Laundry, Baltimore, Maryland and Washington, D. C., director District II

Topic: "The Drive-In Laundry of 1955"

Place: Ballroom Floor, Convention Hall

9:30 a.m. "The Story of Colonel Drake," color-sound history of petroleum industry, produced by American Petroleum Institute

"He Who Stands When Everyone Sits Has Courage," a management skit by W. Bruce MacIntosh Associates that depicts the value of up-to-date laundry and drycleaning plant principles

"Quick-Service Operations," B. F. "Bill" Agee, Vogue Cleaners and Laundry, Tampa, Florida

"Branch Drive-In Store Operations," Lawrence D. Adelman, Uptown Cleaners-Launderers, Milwaukee, Wisconsin

"Self-Service Grows Up," Richard W. Wheeler, Wheeler Brothers Laundromat, Jackson, Michigan

"A Branchless, Truckless Operation," O'Banion Williams, Jr., O'Banion's Laundry, Houston, Texas

"We've Done It and We're Glad," Lester H. Wright, sales manager, Morey LaRue Laundry, Elizabeth, New Jersey. A report on the Professional Laundry Foundation's cooperative "Betty Best" TV Program

6:00 p.m. "Old Timers Club" dinner at Union League Club, 140 South Broad Street

9:00 p.m. Annual dance and floor show, Ballroom of Bellevue-Stratford Hotel

## SUNDAY, NOVEMBER 20

Chairman: Kenneth E. Meyer, Meyer Cleaners and Launderers, Brainerd, Minnesota, director District 6

Topic: "Manage or Go Broke"

Place: Philadelphia Convention Hall (South Entrance)

9:30 a.m. "The Prior Claim," film comparing the wonders of nature with man's modern inventions

"The Laundry Manager and Politics," Carl O. Triebel, Ideal-Troy Dyers, Cleaners and Launderers, Peoria, Illinois

"How To Be in Business Five Years From Now," John A. Monahan, Warren Laundry and Dry Cleaners, Fort Lauderdale, Florida

"Diversification—How Far Should I Go?" Joseph A. Robertson, Rutter's Laundry, Inc., Lawrence, Massachusetts

"What Makes a Laundry Organization Tick?" Leonard R. Viner, Arcade-Sunshine Company, Washington, D. C.

Introduction of distinguished guests

Presentation of awards to the 1955 AIL Advertising Contest winners. Presentation of Membership Contest awards. Presentation of Recognition Plaques to allied trades firms having advertised the laundry industry to the general public during 1955

"Laundry Selling Can Be Fun," Henry Flarsheim, vice-president, Bozell and Jacobs, Inc., Chicago, Illinois, with skits illustrating major points

(Continued on page 54)

# Announcing A New Era In **Stain Removal!**



The ideal triple-action stain remover, whitener and rinsing aid—  
a new bleaching powder completely suitable to replace liquid bleach.

- Removes stains safely.
- Contains unique rinsing aid which facilitates removal of soap—insures fresher, cleaner work.
- Requires no additional rinsing aid.
- Requires no previous dissolving, used dry in wheel.
- Keeps tensile strength loss at a minimum.
- Easy storage.

Requires only 2 to 3 oz. per 100 lbs. of work at temperatures of 140°-150° F. Packed 100 lbs. to the drum.

FOR COMPLETE INFORMATION, CONTACT YOUR KOHNSTAMM REPRESENTATIVE OR WRITE OUR NEAREST OFFICE.



**H. Kohnstamm & Co., Inc.** ESTABLISHED 1851

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., HUNTINGTON PARK, CALIF.



FOREMOST MANUFACTURER AND DISTRIBUTOR

ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI  
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON  
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO • MEMPHIS  
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA  
PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

(Continued from page 52)

### And for the ladies

In addition to the Get-Together Party and the annual floor show and dance, a special program of events has again been prepared for the ladies. They will have the opportunity of seeing a style show directed by Miss Mary C. Lynch of June McAdams Models, Philadelphia, and of hearing the Treasurer of the United States, Mrs. Ivy Baker Priest, speak at a luncheon presided over by Mrs. Denys R. Slater.

One full day has also been assigned to a conducted sightseeing bus tour of this historic area. Some of the points of interest include Independence Hall, Betsy Ross' House, Christ Church, Valley Forge and a look at the "Main Line" and its famous suburbs.

Convention fees are \$15 for laundryowners, their ladies and nonexhibitors attending the sessions and entertainment.

### Registration

Laundryowners arriving Thursday afternoon, November 17, may register

at the entrance to the ballroom of the Drake Hotel from 12:30 p.m. until 4:30 p.m. Late Thursday arrivals may register at the entrance to the ballroom of the Benjamin Franklin Hotel, beginning at 7:30 p.m. After Thursday all registrations will be handled in the lobby at the South Entrance to the South Exhibition Hall, Philadelphia Convention Hall, from 9:00 a.m. until 5:00 p.m.

Allied tradesmen may register at the South Entrance to the South Exhibition Hall, Philadelphia Convention Hall, Thursday through Sunday from 9:00 a.m. to 5:00 p.m. □□

## Exhibitors' Convention Schedule AIL Adds to Insert Series

1955—Large Exhibit: AIL—Philadelphia, Pa., Philadelphia Commercial Museum Exhibit and Convention Hall, November 18–20

1956—No Exhibits: NID—Dallas, Tex. March 1–3  
AIL—Denver, Colo. October 7–9

1957—Large Exhibits: NID—Atlantic City, N. J. March 7–10  
AIL—Chicago, Ill., International Amphitheatre Exposition Hall, October 11–13

1958—No Exhibits: NID—Miami, Fla. (tentative for end of February–first of March)  
AIL—Boston, Mass. October 9–11

1959—Large Exhibits: NID—Chicago, Ill. March 5–8  
AIL—Atlantic City, N. J. October 16–18

1960—No Exhibits: NID—New Orleans, La. (tentative)  
AIL—San Francisco, Calif. October 6–8

1961—Large Exhibits: NID—New York, N. Y. (tentative)  
AIL—Chicago, Ill.

Exhibits will be held in odd-numbered years in conjunction with annual conventions of the AIL and NID.

There will be no exhibits during even-numbered years at either the AIL or NID annual conventions.

### Georgia Group Names Poss

A broad program for expansion of services and activities was adopted at a recent meeting of the Georgia Launderers and Cleaners Association's board of directors. Included in the program is the addition of a field service representative to serve on the state association staff. Francis M. Poss, chosen for the new position, has already begun his field work with directors of 10 state districts.

Mr. Poss has spent his entire business career in the drycleaning industry, except for service in the Navy during the second World War. Prior to accepting his new position he was connected with Quality Cleaners in Sparta, Ga. He is a graduate of the National Institute of Drycleaning's General Course and Management Course.

Mr. Poss's new headquarters are in the Atlanta offices of the Georgia trade group, at 1053 W. Peachtree St., N. E.



A new series of 12 bundle inserts has been added to the continuing bundle-insert program of the American Institute of Laundering. The program currently consists of 24 attractive two-color bundle inserts.

The new inserts promote quality service, specialty items, shirt laundering and the theme "They go together" in reference to laundry and drycleaning service.

The inserts are 5½ by 8½ inches in size and are printed in two colors. Photographs are used for illustration to lend realism. The copy on each insert is brief and easy to read.

Space is left at the bottom of each insert to imprint the laundry's name, address and telephone number. All orders for inserts will include printing the laundry's name, as well as the shipping cost.

Plans include the preparation of more inserts as additional subjects need to be covered, the Institute announces.



To Better Serve the Nation's  
**LAUNDRY  
INDUSTRY**

**CHALLENGE MANUFACTURING COMPANY**

*Laundry Machinery Division*

7400 EAST BANDINI BOULEVARD - LOS ANGELES 22, CALIFORNIA - RAYMOND 3-1301

July 1, 1955

ANNOUNCEMENT

Gentlemen:

We are pleased to announce the appointment of  
The American Laundry Machinery Company,  
as exclusive Sales Agents for the Challenge-  
Grantham Tumbler, effective immediately.

As you know, The American Laundry Machinery Company,  
is the recognized leader in its field...representing  
the world's largest and most complete line of modern  
laundry equipment.

Their nationwide facilities for service to the laundry  
industry are now at your disposal in acquainting you  
with the superior speed, automatic operation, and  
all-around money-saving efficiency of the new  
Challenge-Grantham Tumbler.

Back of this outstanding Tumbler is more than a  
quarter-century of Challenge engineering and manufac-  
turing experience and knowledge.

To get the complete facts about the Challenge-Grantham  
Tumbler in terms of your business, simply get in touch with  
American Laundry Machinery Company or,

Very truly yours,

CHALLENGE MANUFACTURING CO.

*George P. Hetard*

George P. Hetard, Sales Manager

Write on your Company  
letterhead for the complete  
money-saving story on  
the Challenge-Grantham Tumbler.

with the new

**C G**

*Tumbler*



**C G**  
*Tumbler*



**CHALLENGE MANUFACTURING CO.**

7400 East Bandini Blvd., Los Angeles 22, California

Telephone: RAYmond 3-1301

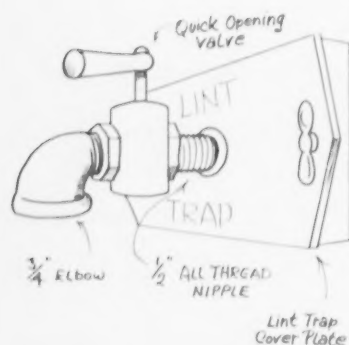
MEMBER



THE Best IN  
LAUNDRY SERVICE

# Rhapsody in Bellevue

THIS, MY FRIENDS, is being written at my new location in Southern California. Cool, man, cool. Looks like I moved just in time to miss the hottest weather the Midwest has had in several years. Although I lived out here 16 years ago and have been back occasionally since then, I had nearly forgotten how friendly these Westerners are. Believe me, the welcome mat is out as far as these launderers are concerned, which proves something very obvious. My next 10 years around this industry should be as enjoyable as my first 10.



## Drain-Flow Director

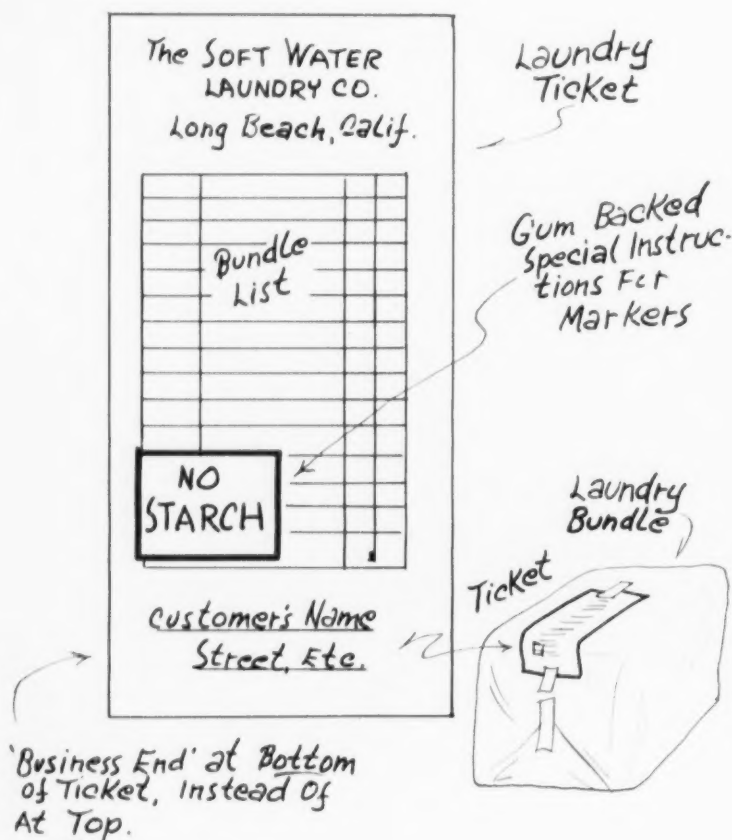
For those of you who have those popular 25-pound open-end washers with the lint trap under the door, this should be a good gadget. On this particular type there is a half-inch plug in the center of the cover plate of the lint trap. When the lint trap gets clogged it is first necessary to remove the plug and drain the water from the machine before removing the cover plate to clean out the lint.

Orville Enloe, who runs the Hermosa Laundromatic in Hermosa Beach, California, fixed his machines a little differently to avoid getting water on the floor. No matter how careful Orville was with the removal of the plug and in catching the resultant stream of water in a bucket, plenty of water always got splashed onto the floor. And Orville just naturally hates mops, too—and wrenches.

Orville fixed up his washers with half-inch all-thread nipples in the holes where the plugs go. The nipples are now fitted with quick-opening valves (so the lint won't clog them) and 3/4-inch elbows on the

other end of the valve. Now when he has to drain a clogged-up washer he can control the flow of the water with the simple valve, and the 3/4-inch elbow directs the stream of water

into the bucket. No more mopping. (The added fittings sit back out of the way beneath the protruding shell of the washer so there is no danger of bumping it.)



## Different Tickets

Met Earl Fast at the big Soft Water Laundry Co. in Long Beach. For the second time in my career I found a laundry using laundry tickets with the "business end" at the bottom instead of at the top. The top portion of the ticket bears only the name of the laundry. This setup makes for easier identification of the bundle whether it's on a shelf or in the truck. (Frank Corrick in Denver, Colorado, is the only other launderer I've seen doing it.)

With the ticket Earl uses gummed-back special-instruction labels that the markers can't miss seeing. These labels are white, with bright red letter-

ing. They are stuck on the tickets by either the counter girl or the routeman as soon as the bundle is received.

## Pickup Pointers

There is something different about the interior of almost every truck in this laundry business. The Soft Water Laundry trucks are no exception. For one thing, plywood partitions extend from both sides of the truck walls to protect the driver from sliding bundles and dryclean garments. About half the length of the truck on one side nearest the front is fitted with finished-laundry bundle bins, with

# laugh 'n learn



**A good head** is important in quality work. So clean press heads at least once a day to prevent rough finishing, sticking and slow production.

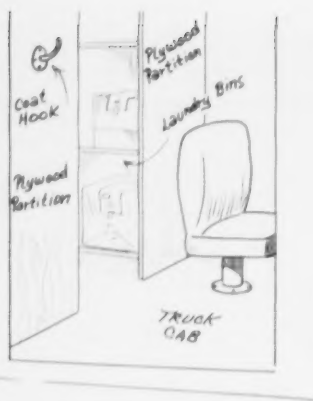
Important, too, is a fool-proof starch. That's why leading laundries use Satinette exclusively to build volume through fewer go-backs, smoother finishing, greater customer satisfaction.

Your Keever Sales-Service Man can show you how.

**THE KEEVER STARCH CO.,** Columbus 15, Ohio  
Corn, wheat and other grain products for industry since 1898



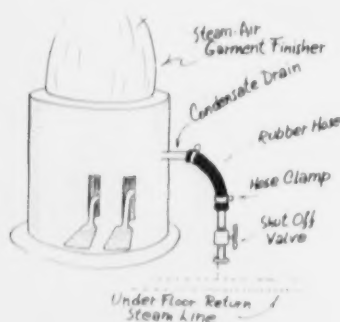
*Reprints of this ad are available from your Keever Jobber.*



the space opposite the bins used for drycleaning orders on a rack. The back of the truck holds soiled bundles.

One driver fastened a dime-store coat hook at the upper edge of the plywood partition on the curb side of the truck. This holds the drycleaning order while he gets out the laundry bundle for that stop. This is a direct result of efforts to get the route salesman to show more care in the handling of drycleaning orders.

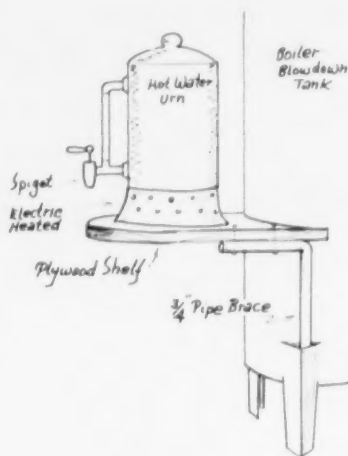
Route salesmen carry three brilliantly dyed flour sacks over the arm when they make a call for drycleaning. Pickup orders for one-day service are placed in a red sack, silks and wools together. For normal service, the customer is constantly made aware of the fact that woolen garments and silks, Celanese, etc., are cleaned separately. Woolens are placed in blue sacks and silks go into yellow sacks in order to impress on the customer the extra care her garments receive. Household orders are not placed in sacks because of their bulk.



### Hose Drains Condensate

In the Soft Water Laundry's drycleaning department I noticed the absence of the customary condensate pail beside their steam-air garment finishers. A section of rubber hose held to the drain pipe at the base of the machines by hose clamps led to a copper tube that went into the floor.

Having seen this sort of setup where the drain connected to the plant's vacuum line, I couldn't help wondering why the vacuum didn't collapse the rubber hose. In this case the rubber hose is coupled to the plant's return steam line under the floor.



### For the Coffee Break

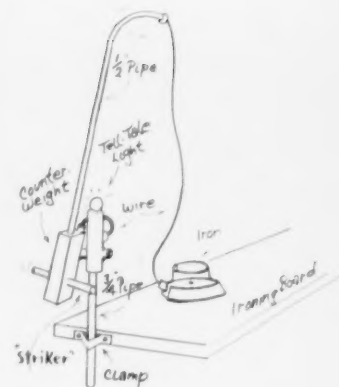
Dropped in on Ralph Sundstrom at the Compton Laundry in Compton, California, and what do y'know . . . Ralph was *working*! He claimed it was because of employee vacations, of course.

Ralph's young son took me on a quick tour of the plant and I spotted a good gimmick in the washroom. Handy to the production employees was a coffee urn on a little plywood shelf fastened to the side of the boiler blowdown tank. Beside the urn was a big supply of individual containers of instant coffee and tea bags. Also paper cups. Also a cup for the nickels. On closer inspection the electric-heated coffee urn turned out to contain not coffee but hot water, so both tea and coffee drinkers could be accommodated. Affords others besides the office crew a chance for a "coffee break."

### Ironing-Cord Holder

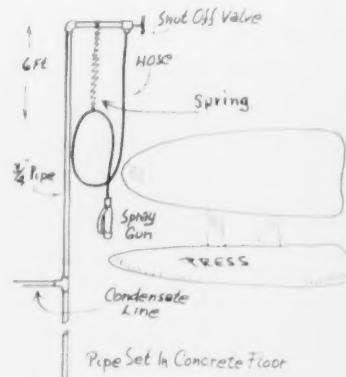
Visited Hilles Bedell who runs the fine Home Laundry in Pasadena, California. Hadn't seen him since Wayne Wilson and I called on him back in 1948 on our way to the national drycleaning convention in San Francisco. (For Wayne's information, Hilles has added a lot more of those old-fashioned irons to his office display; a picture ran in STARCHROOM that year.)

Couldn't help but notice the unusual ironing-cord holder the hand finishers were using at their stations. A length of half-inch pipe, in the shape of a gooseneck, with the electric cord



to the iron coming out of the end of it, fastened to a pivot on a short length of pipe clamped to the wide end of the ironing board. A counterweight on the lower end of the longer half-inch pipe kept it in an upright position when the iron was not being used. This held the ironer cord up out of the way of the operator. A "striker" pin at the base of the gooseneck allowed the gooseneck to swing down only in one direction, toward the operator.

A little telltale light at the top of the short pipe clamped to the end of the ironing board told when the current to the iron was on.



### Spray-Gun Hoist

Since the Home Laundry looks like a miniature of the big AIL plant, high ceiling and all, the customary spray gun hanging from the ceiling was absent at the laundry presses. Here a 6-foot length of pipe stands upright at the side of each press. The bottom end is embedded in the concrete floor and has a line running into it near the floor level from the nearby condensate line. An elbow at the top holds a short pipe nipple with a control valve on the end into which is fitted the spray-gun hose. A common door spring fastens to the pipe nipple and holds the excess hose out of the operator's way.

More later, about *all* these laundries. □□





*nothing  
outwears...*

\*  
**DATEX**

(DACRON DUCK)

**for Flatwork Ironers**

**developed and manufactured by gibraltar**

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

*Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.*



**GIBRALTAR FABRICS, INC.**  
2236 PITKIN AVE., BROOKLYN, N. Y.

**"DATEX"  
COVERS**

**AVAILABLE IN:**

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,  
samples and prices.

Sold through  
leading distributors  
everywhere.

**Datex is Gibraltarized! (Pre-shrunk) Will shrink  
less than any other Dacron Flatwork Ironer Cover.**



**Regal Laundry promotes its services  
by emphasizing the Wife Saver theme**

THE PROVOCATIVE TITLE certainly gets the ladies (and the men, also) to look at this Regal Laundry booklet on the advantages of dealing with a professional laundry. The Baltimore, Maryland, plant has been using this particular promotion piece for the past four years, according to Regal's president, Charles E. Mitchell.

Inside the covers, the text poses the problem of a bride-to-be who can't make up her mind whether to buy an expensive home washer or have the clothes sent out. Her mother (who has always had a machine) gives her the facts on home-washing life based on her own experiences.

The 20-page, pocket-size booklet is profusely illustrated with red-and-black spot drawings tracing Mother's wifely career. In a subtle, interesting way it puts across the point that the professional laundry can make the homemaker's task easier, do the laun-

dering chore better and do it at a reasonable cost.

The copy is terse, thought-provok-

**The title gets readership; contents make convincing case for professional laundering**

ing and requires no more than five minutes reading time. It should also be mentioned that the advertising agency preparing this material made no effort to bludgeon the reader with a constant repetition of the client's name. In fact, the word "Regal" doesn't appear until the closing pages and even then it isn't used more than five times.


The booklets are printed locally in 10,000 lots and cost 5¼ cents apiece. This makes them a little too expensive to be sent out in regular mail campaigns. But they are used effectively by solicitors calling on "live" prospects. Not a few have been sent out in answer to phone requests from interested persons.

It is difficult to evaluate the exact worth of this promotion in dollars and cents. It does, however, play up the merits of the professional laundry industry in general (a sorely needed and worthwhile project) and has been beneficial to Regal's on at least one score in particular.

Just after World War II, the management of this 40-year-old plant decided to drop its descriptive "The Soft Water Laundry" identification, feeling it was outdated and no longer distinctive enough in the Baltimore area. Regal replaced the old phrase with "The Wife Saver Laundry," and adopted as its trademark the head and shoulders of a girl framed in a ship's life preserver.

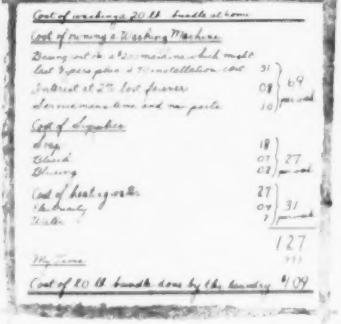
This trademark is stenciled on laundry bags, carried on route trucks, and repeated on all promotion matter, including a special 4-page photo-illustrated customers' price list headlined "Regal Wife Saver Services."

At this writing management is pleased to note that the new phrase has caught on. □□



**"Y**OU know Mother you've certainly convinced me that the only way to take care of my wash—and myself—is to send our clothing to the laundry. But how can Al and I afford such a luxury?"

"I remember the first time your father asked that very same question! I really didn't know whether we could afford it or not, so I kept a simple list of my home laundry expenses. (HERE'S WHAT MOTHER'S LIST SHOWED):



Cost of running a Washing Machine

Buying out a 20 lb. machine which must last 3 years plus a 75¢ installation cost 31

Subtract at 25¢ lost for wear 09 } 69

Leave me more time and my pants 10 } per week

Cost of Soap

Soap 18 } 27

Water 07 } 27

Shampoo 02 } per week

Cost of heat & gas

Heat 27 } 31

Gas 04 } 31

Water 127

My time

Cost of 10 lb. loads done by the laundry 4.09

Many washing supply costs are hidden in the grocery or hardware bill. For example, such things as clothes lines, clothes pins, clothes props, merry-go-round clothes lines, tubs and buckets.

**Cissell**  
**gives you**  
**tumblers**  
**built for**  
**YEARS OF**  
**SERVICE**

**E**XAMINE Cissell

Tumbler construction! Note the double walls, no-sag baskets and all the features for durability and ease of operation. Check carefully and we believe you, too, will say, "But what a difference in tumblers!"



**LARGE VOLUME OF AIR**

Large exhaust fan and duct combine to supply a large volume of air. And, this is what you need for fast drying and deodorization.

**W. M. CISSELL MANUFACTURING CO., INC.**  
 831 S. First St., P.O. Box 1143, Louisville, Ky. • Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles • Foreign Distributors write Export Dept. Cable Code: CISSELL

*Consult Your Jobber*



**CISSELL TUMBLERS**

LAUNDRY

DRYCLEANING

Double Basket "TWIN"—Single Basket 36" x 18", 36" x 30", 42" x 42"

Single Basket 36" x 18", 36" x 30", 42" x 42"

## Laundry News Notes



ROCHESTER, N. Y.—Lilac Laundry has opened its fifth branch store in Culver-Ridge Plaza. Directing operations

of the new branch, as well as the other four stores, is Maurice J. Hayes.

SOUTHBRIDGE, MASS. — Stephen Karcasinas, owner of Reliable Laundry on Central St., has purchased the building from Valmore Favreau.

AMBLER, PA. — Holland Laundry Company, 17th and Cayuga Sts., Philadelphia, will open a branch in Ambler.

efficient employees

deserve efficient

**SHAMROCKS!**



"Mark-O-Merit"



### SHAMROCK No. 12 BASKET

How efficient is *your* system of handling laundry, cleaning jobs in process? Let a Shamrock representative show you how you can cut costs, speed work flow, by the correct use of Shamrock Canvas Baskets, Trucks and Hampers. Shamrocks are made by canvas specialists . . . pioneers in designing many of today's best job-proved styles. Only Shamrocks give you full 2" x 1" hardwood runners, double-thick steel bottom slats, extra-heavy duck body, plus many other exclusive Shamrock features. For complete facts and prices, contact nearest sales office, or write MEESE, INC., Madison, Indiana.

SALES OFFICES: NEW YORK—F. R. Tyrler, 55 West 42nd St., PE 6-0615; ATLANTA—W. E. Petway, 2577 E. Densley Dr., North Decatur, Ga., Melrose 4-4011; CEDAR RAPIDS, Iowa—G. O. Daniels, 3209 12th Ave., S. E., Tel. 2-1507; FORT WORTH—V. M. Hooton, 4220 Normandy Road, Tel. Lockwood 6564; LOS ANGELES—F. J. Petersen, 4645 East Olympic Blvd., ANGelus 8-0292; Export Mgr.—R. A. Auerbach, Easton, Pa., Cable Address, "Natly."



MEMPHIS, TENN. — The United Cleaners and Laundry Association, at its annual election of officers held August 16, reelected the following officers: Lehman Smith, Smith and Rount Laundry Cleaner, president; Willie Green, Highland Heights Cleaners, vice-president; Joseph Cortese, Krosstown Kleeners and Laundry, secretary, and E. J. Becht, Imperial Laundry Cleaner, treasurer. Directors are: Herman Blumberg, Herman Johnson, John Pappas, W. O. Pruette and Robert Rount.

In cooperation with the Laundry Club of Memphis, the United Cleaners & Laundry Association has joined with the Better Business Bureau to organize a Fabric Forum.

GREENWOOD, MISS.—New equipment has been installed in the drycleaning department of Delta Steam Laundry, according to a recent announcement by Guy M. Futral.

NORVIEW, VA.—Sunlight Washette has been opened on Sewells Point Rd. and Green St. Albert C. Hofheimer, general manager of Sunlight Laundry and Cleaners, Norfolk, has announced that four washettes are planned by a wholly owned subsidiary of his company.

PRESTONBURG, KY.—Escom Chandler, owner of the Paintsville Laundry, has announced that construction is under way on a building on Lake Drive to house a drycleaning plant and pickup station for the laundry.

FAYETTEVILLE, N. C.—Plans have been announced for a launderette to be opened in the new Eutaw Shopping Center, which is now under construction.

WINTER HAVEN, FLA.—Mr. and Mrs. Carl R. Smith have opened Snow White Laundry, located on Third St., N. W.

LUMBERTON, N. C.—Construction has begun for a new laundry plant at Robeson County Memorial Hospital.





## Special Soaps for Automatic Washers

Interested in increasing your business with fast, automatic, 25 and 50-pound open-end washers? Here are four Lever soaps which are perfect for giving you a white, bright wash in this type of operation:

**LEVER FORMULA 880** — designed for delicate fabrics in luke-warm water. It is a built synthetic — spray-dried and granular — for difficult water conditions. The optical whitening agent is stable to bleach.

**LEVER FORMULA 770** — simplifies high tempera-

ture washing of sturdier fabrics. Soap, alkalies and whitener, scientifically balanced, are spray-dried to small, homogeneous beads which flow freely.

**LEVER SPUNN DIAMOND 88% AND 92%** — pure, concentrated soaps for building your own high-temperature wash formulas.

**LEVER NEPTUNE CONTROLLED** — gives low sudsing in hard or soft water. Highly desirable for automatic washers, where excessive foam will slow down machine action.

WRITE FOR SAMPLES OF THESE

# LEVER SOAPS

Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.

Other Industrial Service Offices: Chicago • Atlanta • Los Angeles



**COLORADO SPRINGS, COLO.**—The Laundromat has been opened by Mr. and Mrs. C. P. Cummings in the new Food Bank Trading Center in Nob Hill at 2332 E. Platte Ave.

**DOWNEY, CALIF.**—The Launderette at 8125 E. Firestone Blvd. has been

sold by Amos Ginn to Mr. and Mrs. Kennie V. Moore.

**WACO, TEX.**—Colcord Laundry and Cleaners has moved to new quarters at Fifth and Jefferson. The old plant, located at 15th and Colcord, is being used as one of four substations.

**LOS ANGELES, CALIF.**—Notice has been filed of the intended sale of Self-Service Laundry, 4276 Melrose Ave., by Catherine Kirwan to Joseph Harrison.

**FALFURRIAS, TEX.**—Bright Star Laundry, owned and operated by Dick P. McIntyre and John L. Forsyth, has

been opened at Las Pitas and Huisache Sts.

**ARNETT, OKLA.**—Mr. and Mrs. Arthur Thompson have resumed operation of their laundry. Mr. Thompson will continue to operate their laundry at Camargo.

**BANNING, CALIF.**—Banning Laundry and Dry Cleaning Co. has moved from its former Livingston St. location to new quarters at 979 E. Ramsey. I. D. Link is the owner.

**APACHE, OKLA.**—Mr. and Mrs. Lewis Kever have purchased Bybee Laundry.

**SANTA FE, N. M.**—Rollin H. Wilcox plans to operate a laundrette and pickup drycleaning establishment in the new Santa Fe Shopping Center, which is now under construction at Cerrillos Rd. between Apache and Vitalia Sts.

**OAKLAND, CALIF.**—Fire destroyed the Community Linen Rental Service, 1237 Seventh St., causing an estimated \$235,000 damage.

**COLORADO SPRINGS, COLO.**—A quick-service laundry has been opened at 3040 W. Colorado Ave.

**STILLWATER, OKLA.**—Jon B. Wagner is the new owner of the Stillwater Laundry, which he purchased from Val F. Schott and son. The plant will be moved to a new location at Eighth and Husband.

**YUMA, ARIZ.**—Alpha Laundry and Dry Cleaners was successful bidder for doing laundry work for Yuma County General Hospital for the next 12 months. Nursery items will be laundered by Arizona Laundry.

**ALBUQUERQUE, N. M.**—Excelsior Laundry has been opened in the new Five Points Shopping Center, Five Points and Sunset, S. W.

**CORE, OKLA.**—Help-Yourself Laundry has been opened by Mr. and Mrs. James McCoy.

**SANTA CRUZ, CALIF.**—Mary K. and Paul J. Veatch have opened Rio Laundromat at 1201 Soquel Ave.

**DRUMRIGHT, OKLA.**—Rodgers Help Yourself Laundry, 215 S. Creek, has been sold to Mr. and Mrs. I. E. Spurgeons.

**SEASIDE, CALIF.**—Robert E. Morgan and Melvin Reese have opened a new self-service laundry at 714 Del Monte. The business will be known as Blue and White Washomatic and Cleaners.

to  
make  
whites  
**ULTRA WHITE**  
to  
make  
colors  
**ULTRA BRIGHT**



**ULTRA-LITE**

*The Fluorescent Saver*

**SAVES BLEACH** Reduce the amount of bleach one-third, giving fabrics longer life.

**SAVES BLUE** Blueing can be completely eliminated when you use ULTRA-LITE.

**SAVES WATER** The high water level in the blueing operation is now unnecessary.

**SAVES TIME** At least 5 minutes running time from every load.

Consult your Kever  
Sales-Service Man

**THE KEEVER STARCH COMPANY**

COLUMBUS 15, OHIO

# BEST REPLACEMENT DEAL EVER!



*Replace your costly worn-out equipment NOW before it costs you another cent.*

**Profitable Westinghouse  
Laundromats Modernize  
Your Store with  
NO DOWN PAYMENT!**

**Monthly payments** on new Laundromats run less than normal depreciation . . . *Three years to pay.*

**If you own** your old equipment it can be used as collateral when you replace with Westinghouse Laundromats.

**Get plenty** of return customers because Laundromats really get clothes clean—more thoroughly, more safely.

**No servicing problems** with Laundromat! Operators report maintenance costs as low as one cent a week per machine. No time out for breakdowns because Laundromats are ruggedly built for commercial operation.

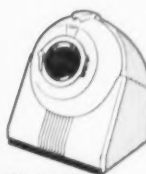
**Replace with Laundromat and become an authorized Westinghouse Laundromat 1/2 hour laundry.**



Model LC



Model HC



Model RC

**3 Laundromat models to choose from.** One will suit your needs exactly. Consult your ALD representative about putting Westinghouse "New Way to Wash" in your store. He'll tell you about speedy delivery and easy terms.

## ALD, INC.

3549 N. Clark St., Chicago 13, Ill. 2033 Farrington, Dallas, Texas  
7402 Sunset Blvd., Los Angeles 46, Calif.  
22 N. Laura St., Jacksonville, Fla. 785 Market St., San Francisco, Calif.  
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N. Y.

**Write or Phone! Regardless of Where You Are**  
• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 6 offices.





PENDLETON, ORE.—Roscoe C. Lee, part owner of Domestic Laundry, has sold his interest in the business to A. R. Minnis, president and part-owner.

REDFIELD, S. D.—Gus Thal has announced the sale of Redfield Laundry to Tiffany Laundry and Dry Cleaners of

Aberdeen and Sioux Falls. Les Johnson and Sam Speier are the new owners.

FRANKLIN, NEB.—Mrs. Allen Butterfield and Mrs. Joe Fries are now operating the Model Laundry. They purchased it recently from Mr. and Mrs. Everett Fogg.

WALDPORT, ORE.—The Launderette, formerly operated by Ellen Kneebone, has been taken over by Frank and Florence Smiley.

TACOMA, WASH.—Fircrest Laundromat and Cleaners has been opened

at 5009 Center St. The new firm will be managed by Mrs. Katherine Sherman.



## Production twins



for the  
**MECHANIZED LAUNDRY!**

### Flexible TROUSER FORM

Time costs go 'way down when you switch over to Leef Flexible Forms. This pedal-operated Trouser Form exerts only seven pounds pressure from cuff to crotch—just enough to bring the leg to the original size and shape. Measuring is unnecessary, and your customers will appreciate the open legs. Teams up well with a Leef Pocketeer, 51 Press for finishing and Mushroom Press for topping.

### Flexible OVERALL SLEEVE

Next to the Trouser Form, the Overall Sleever is in greatest demand. That's because it puts your overall and coverall work on a really profitable basis. It dries and conditions sleeves for the press . . . cuts down time involved in lays . . . and delivers garments with sleeves open.



Ask your Jobber . . . or  
Write for Illustrated Bulletin



**BROTHERS, Inc.**  
205 IRVING AVENUE NORTH  
MINNEAPOLIS 5, MINNESOTA

BENTON HARBOR, MICH.—New equipment has been installed at Empire Launderers and Cleaners, 190 W. Empire Ave., and the exterior has been remodeled. Christy L. Blough, Jr., is the owner.

ST. CLOUD, MINN.—St. Cloud Launderers and Cleaners, 120 Fifth Ave., S., has completed installation of new equipment in its drycleaning department. N. C. Meyer is general manager of the firm, which is celebrating its fifty-sixth year in St. Cloud.

TWO RIVERS, WIS.—A laundromat has been opened at 23rd and Garfield Sts. Roger Graf is manager.

PLYMOUTH, MICH.—Perfection Laundry and Dry Cleaning Co., 875 Wing St., has been sold by Kenneth Corey to John A. McAllister.

MONTICELLO, IND.—Mrs. Wilma Sheroan has opened a new automatic laundry at 208 E. Cleveland St., to be known as the Speedy Laundry. This is the same location as the former Washee-Selfee, which had been operated by Mrs. Sheroan in the past.

HARTFORD, WIS.—Al Kolpin has sold Hartford Laundromat to Mr. and Mrs. Ralph Koepke.

KANSAS CITY, MO.—Fire caused by an overheated boiler damaged City Laundry and Linen Supply, 2547 Prospect Ave.

BEAVER DAM, WIS.—Sid Sweet is now sole owner of the Eager Beaver Laundry, 109 Cherry St., having purchased the interests of his partner, Harold Kronenberg.

SUMMITVILLE, IND.—Mr. and Mrs. John Nottingham have announced plans to open a new laundromat.

TWO RIVERS, WIS.—Al Ploenske has announced plans to move Two Rivers Laundry, 17th and Washington Sts., to a new location on Monroe between 16th and 17th Sts.





## High Capacity—High Power!

Get both in a new Chevrolet Forward-Control model. Modern Powermatic Chassis design that increases load space! Modern power for low-cost delivery!

A Chevrolet Forward-Control model can increase your profits! With its maximum gross vehicle weight of 10,000 lbs., Forward-Control model 3742, shown above, can accommodate a 12-foot body. It's longer and stronger—ideal for laundry and dry cleaning businesses—giving you double the cubic load capacity of a panel truck with the same wheelbase!

Gas-saving high-compression power — Provided by Chevrolet's extra-rugged and dependable Load-master engine! Its high-compression valve-in-head design squeezes extra power out of every tankful of gas! Its hefty 12-volt electrical system means quicker starting, more efficient ignition for finer performance, plus a greater reserve of electrical power.

Hydra-Matic drive (optional at extra cost) makes stop and go driving less of a chore. With safety and convenience increased, efficiency goes up. Tight schedules are easier to maintain and you keep the profits coming in on time! See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**NEW CHEVROLET**  
 ***Task-Force* TRUCKS**

# *Coming in October!*

## **GUIDE TO BUILDING A GREATER DEMAND FOR PROFESSIONAL LAUNDRY SERVICES**

*Starchroom Laundry Journal's 1955 Guidebook Issue*

There's only one purpose for the theme of STARCHROOM LAUNDRY JOURNAL's 1955 GUIDEBOOK: to help readers create and hold a bigger market for their services.

Like the theme of all STARCHROOM's famous GUIDEBOOKS, "Building a Greater Demand for Professional Laundry Services" has been developed in answer to readers' requests. In the GUIDEBOOK's customary, authoritative, "how to" style, the 1955 edition will present a wealth of

tested and proved ideas for attracting more customers and keeping them satisfied—at a healthy profit!

Naturally, there'll be a generous helping of actual case histories—from many sections of the country—on how others made a dwindling business thrive. Each will be written in down-to-earth, easy-to-read terms, with lots of practical, working pictures for simple and direct application by laundry executives and their staffs everywhere.

**Here are just a few of the questions the GUIDEBOOK will answer for you:**

### **SERVICES FAST ENOUGH? PRICES RIGHT?**

There's many a laundryowner in the field today who's found the key to a bigger business is in better layout, streamlined workflow, realigned production schedules, modern automatic equipment, reduction in costs . . . and through the pages of the GUIDEBOOK they'll be telling you how it's done.

### **MERCHANDISING ALL IT SHOULD BE?**

Lots of aggressive, profit-making plantowners have developed better advertising and promotion, plus employee training and public relations programs, to widen their markets. And, in this chapter they'll be sharing their ideas with you.

### **WHAT ABOUT ROUTE DEVELOPMENT?**

It can be done, according to STARCHROOM's case histories, by sales contests and other incentives, route splitting, expansion and other techniques. This chapter covers ones that have actually worked.

### **AND WHAT ABOUT CASH-AND-CARRY CLIENTELE?**

Shopping center outlets, drive-ins, package plants, pickup stations—these have brought more customers and profits to scores of laundryowners. This chapter tells you about some of them.

### **TAPPING EVERY SOURCE OF MORE BUSINESS?**

There's a wealth of places you can promote a bigger, wider following. This chapter shows how laundries have gone after and gotten increased tonnage from motels, resorts, schools, and a number of other sources.

### **GOT ENOUGH DIFFERENT SERVICES?**

Sidelines have widened markets for some. Adding fast, one-stop service has done it for others. This chapter tells how alert plantowners have expanded limited service to a variety of services.

**AN ANSWER TO ONE OF THE INDUSTRY'S TOP-PRIORITY NEEDS PLUS ➡**

*including . . .*

## **YOUR COMPLETE BUYERS' GUIDE** *FOR YEAR-'ROUND REFERENCE*

### **The Only Complete Directory of Its Kind in the Laundry Field**

**Look for these detailed where-to-do-business features:**

#### **CLASSIFIED DIRECTORY—**

Listing all kinds of laundry equipment and supplies **BY PRODUCT . . .** with manufacturers of each . . . **A CONSTANT, EASY-TO-USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT.**

#### **TRADE NAME DIRECTORY—**

Alphabetical listing of **TRADE NAME PRODUCTS** and their manufacturers . . . **A QUICK MEANS OF TRACKING DOWN THE SOURCE OF "TRADE NAME" EQUIPMENT AND SUPPLIES.**

#### **MANUFACTURERS' DIRECTORY—**

Alphabetical listing of manufacturers and their home office addresses . . . **FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES.**

#### **LOCAL BUYERS' GUIDE—**

Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . **A PRACTICAL DIRECTION-FINDER FOR CONTACTING THE NEAREST SOURCES OF EQUIPMENT AND SUPPLIES.**

#### **DETAILED BUYING INFORMATION—**

Supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . **PROVIDING AN OPPORTUNITY FOR LEADING MANUFACTURERS AND SALES ORGANIZATIONS TO STATE SPECIFICS ON THEIR EQUIPMENT, SUPPLIES AND SERVICES.**

*and*

#### **YOUR OPERATING GUIDE—**

Page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives.

*and*

**GUIDE TO BUILDING A GREATER DEMAND FOR PROFESSIONAL LAUNDRY SERVICES**

## **STARCHROOM LAUNDRY JOURNAL**

**305 East 45th Street  
New York 17, New York • OREGON 9-4000**

**ABC ABP**

**Business Papers Division, The Reuben H. Donnelley Corporation**

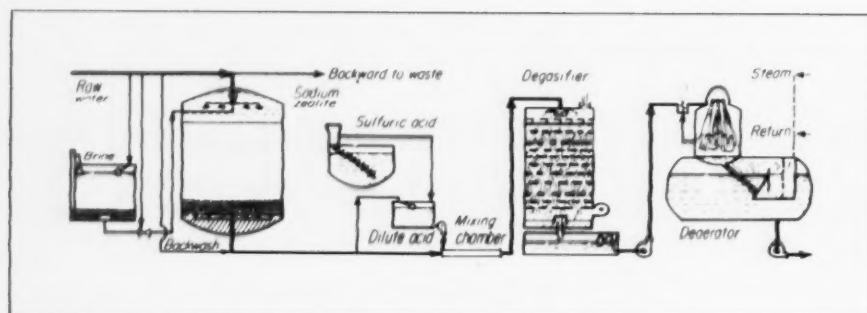


FIG. 1. Flow diagram shows raw water's course through a sodium-zeolite softener (with a brine-regenerating system) followed by acid treatment, aeration, deaeration.

## Efficient Water Softener Saves Time and Money

By JOSEPH C. McCABE

OVER \$200 A MONTH is being saved in the production of soft water at the Ideal Division of Consolidated Laundries Corp., West New York, New Jersey, according to that concern's best estimates. These savings are the direct result of replacing an old greensand or zeolite softener with a highly efficient softener employing a modern ion-exchange resin.

Before we get into the details of this new softener let's take a look at the older unit.

In the common greensand or sodium zeolite softener the sodium in the greensand replaces the calcium and magnesium that make up the total hardness of the raw water. The greensand then changes its chemical nature from sodium zeolite to calcium and magnesium zeolite, while the sodium forms of the salt, naturally present in the raw water, have gone out with the treated water. The zeolite bed is regenerated with sodium chloride (common salt) to displace from the zeolite the calcium and magnesium it has acquired and thereby replenish the sodium ions needed for further

softening of raw water. Fig. 1 shows a simplified hook-up of a complete zeolite and zeolite regenerating system.

This certainly seems straightforward enough but, unfortunately, zeolites have their distinct limitations. Contrary to common belief it is impossible to obtain an absolute zero

hardness with the zeolites. Yet the standard soap test is generally accepted as indicating that you do get this zero hardness. The amount of hardness that passes through the zeolite softener may be minute for a low-hardness water or considerable for a high-sodium water.

The next and possibly greatest limi-

SOFTENER PERFORMANCE	Synthetic ion-exchange resin softener (one unit)	Zeolite Softener	
		When new	Just before replacement
Capacity (gallons of water between regenerations)	300,000 (+)	190,000	Less than 160,000
Salt efficiency (pounds salt used per kilograin removed)	0.3	0.5	0.6
Water used per regeneration (gallons)	4,000	15,000	More than 20,000
Regenerations (5-day week)	1.5	3	10
Man-hours for regeneration (per week)	Automatic	9	13

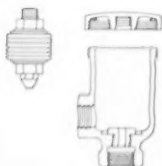




STEAM TRAP

# Quality

Just 3 quality parts—  
thermostatic bellows,  
body, cap. Simple, pos-  
itive action. Won't leak!



Nicholson quality . . . that gives you the extra strength, extra capacity, extra stamina required for severest washing and ironing service. Nicholson quality pays off, when it comes to discharging condensate and air from steam lines . . . most efficiently, dependably, economically.

- Powerful valve action—big husky bellows.
- Positive shut-off—finely ground valve and seat.
- High capacity—large diameter orifice.
- Rigidly tested—on actual steam lines.

When less than best won't do, specify Nicholson.  
Send for Catalog 953.



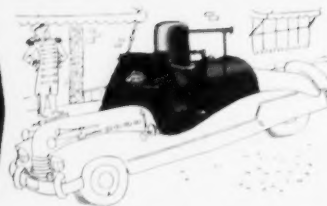
**W. H. NICHOLSON** *and Company*  
TRAPS • VALVES • FLOATS • METAL PARTITIONS

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 58 PRINCIPAL CITIES

### Get 3 to 10 times more Soft Water

All you need do to get 3 to 10 times more soft water from your zeolite water softener equipment is refill it with Elgin High Capacity Zeolite. You'll get better operation too, with less salt and wash water and fewer regenerations. Elgin High Capacity Zeolites are available in all types for immediate delivery. For full information, write **Elgin Softener Corporation**, 150 N. Grove Avenue, Elgin, Illinois.

**a BOILER  
is not an  
Automobile**

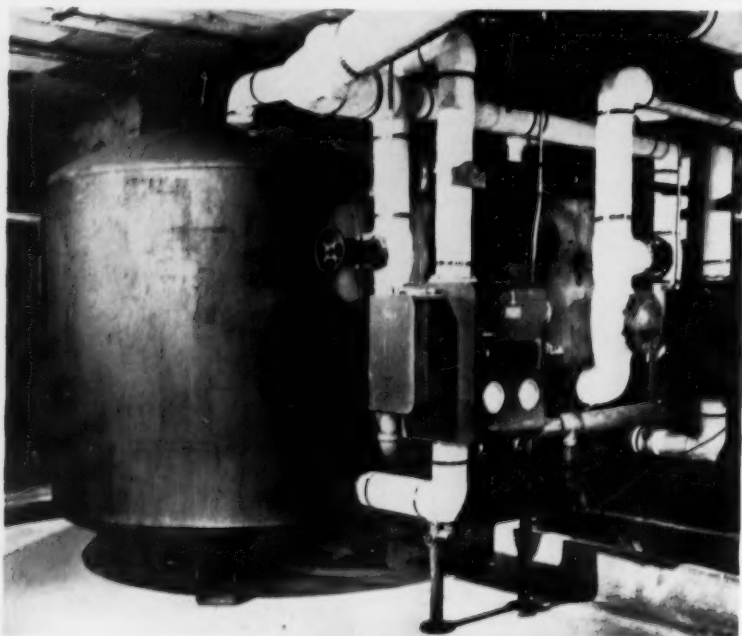


Styling, gadgets and gimmicks may help sell automobiles. But a boiler is a long time investment; reliable performance, low operating costs and long life are the vital considera-

tions. That's why we're sure that if you carefully examine *all* the facts you'll choose a Leffell Scotch-Type Boiler. Drop us a line; we'll be glad to give you the complete details.

**THE JAMES LEFFELL & CO.**

Dept. L  
Springfield, Ohio



**FIG. 2.** Each of these two high-capacity water softeners at Consolidated Laundries routinely softens 300,000 gallons of 6-grain hardness water between regenerations. An alarm warns attendant when the capacity of a unit is almost exhausted



tation that hampers the zeolite softener is its requirements on the type of raw water it can handle best. That water should be naturally clear or pre-filtered like city and most well supplies. Soluble iron and manganese of unexposed well waters undergo the same reactions as do calcium and magnesium. If they come in contact with air, the iron and manganese precipitate out of solution and deposit particles that foul up the zeolite bed.

Lastly, strongly acid or alkaline waters are most detrimental to zeolite material. The ideal pH of the raw water entering a zeolite softener should be about 7.0. In addition, the water's temperature should never get above 150°F. The very latest zeolites now on the market are special preparations to combat some of these limitations.

But while zeolite in these newly marketed preparations has been improved in its operating characteristics, a number of synthetic ion-exchange resins have been developed of recent years. These resins display excellent abilities in water softening or water purification service. When the Ideal Division of Consolidated Laundries decided to replace its old softener it was considered advisable to employ one of these newer resins.

The new softener unit, one of the largest ever put into service in a commercial laundry, supplies water of zero hardness for all laundering operations in the retail, wholesale and uniform divisions of the Ideal plant and for makeup water for boiler feed. More than 2,000,000 gallons of soft water are produced in a four-week period.

The equipment (Fig. 2) in this case

**FIG. 3.** The shell of the old greensand softener, now being dismantled, will convey some idea of its size. This old unit, although occupying almost twice the volume of the two new softeners combined, had only one-fourth the water-softening capacity of these two units

Even if you use as little as  
5 to 15 pounds of chemical per day . . .

you can afford results like this



WITH THE

**Nalco**  
**400 SYSTEM**

Steam drum of a big Nalco-treated boiler after generating 6 billion pounds of steam. Never acid cleaned or turbed.

Now, *every* boiler can have the Nalco water treatment results that keep *big* steam generators in perfect condition throughout their service life.

Even if your water treatment chemical needs are as little as 5 to 15 pounds per day, the Nalco 400 System is the complete, effective program *you can afford*.

**HERE ARE THE BASIC FEATURES OF THE NALCO 400 SYSTEM:**

- First, a thorough survey of your water treatment needs right in your plant by a qualified expert.
- Then the proper Nalco 400 treatment is selected that will effectively protect your boilers from scale, corrosion and foaming.

- Next comes the installation of a Nalco Bypass Feeder, and the simple procedure data for determining correct chemical dosages and blowdown.
- You are also provided with test report forms which are periodically reviewed by Nalco . . . virtually a continuous consulting service.

SEE YOUR NALCO REPRESENTATIVE or use this coupon to request details

Please send me details about the Nalco 400 System

Name

Company

Address

City  State

**NATIONAL ALUMINATE CORPORATION**

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In Canada: Alchem Limited, Burlington, Ontario



...Serving Industry through Practical Applied Science

# LOWER PRICES BETTER TERMS ON ALL INVERSAND ZEOLITE WATER SOFTENERS

## Now Effective

- 1—New Inversand Softeners—all sizes—all capacities, manual or automatic.
- 2—Conversion of present softeners to automatic.
- 3—A refill of Invercarb resinous zeolite to increase flow 50% and capacity up to 10 times
- 4—Some good fully guaranteed rebuilt units.

Inversand Softeners  
on the market for  
over 30 years. Over  
3000 installations.



**HUNGERFORD & TERRY, INC.**

Clayton 8, N. J.

Send for  
Bulletin IS-1  
and full details  
Phone: Tulip 1-3200

consists of two 7-foot-diameter by 7½-foot-high tanks, each containing a 96-cubic-foot bed of high-capacity synthetic ion-exchange resin. This unit replaces the old horizontal greensand softener that measured 8 feet in diameter by 18 feet long and contained 450 cubic feet of greensand zeolite (Fig. 3).

Even though the combined volume of the two new units is only slightly greater than half the volume of the

old unit, the new softener operates at much higher efficiency and lower cost. The figures presented in the table on page 70 illustrate how these savings are being realized.

In a typical four-week period the retail and wholesale division processes about 300,000 pounds of work (Fig. 4), and the overall division about 90,000 pounds. Thus, because of the large quantity of soft water used, the greater efficiency and operating eco-

nomy of the new softener has markedly reduced production costs. According to Richard Goeller, field engineer for the company's New Jersey division, savings of about 2,800 pounds of salt and almost 1,000,000 gallons of backwash and rinse water are being obtained in an average four-week period.

These savings can be largely attributed to the high operating efficiency of the synthetic ion-exchange resin as compared with the greensand softening material. Although its initial cost is higher, the resin softens about twice as much water per pound of salt consumed as does greensand.

In addition to this greater salt economy each softener, because of the higher capacity of the ion-exchange resin, can soften about twice as much water between regenerations as the greensand unit could. This superior capacity permits Consolidated to operate each new softener, under normal loads, for 1½ to 2 days between regenerations, while the old unit required two regenerations per day. The second regeneration was usually done after the end of the work day, a practice which necessitated premium pay for the operator. Thus, on three counts—salt consumption, water consumption and man-hours—Consolidated is



FIG. 4. View of the washwheel section of Ideal Division of Consolidated Laundries. About 300,000 pounds of work are processed here a month



#### Editor's Note

Resinous zeolites are not the only kind that exhibit economical operating characteristics. Synthetic-gel-type zeolites are also used extensively in laundries where flow rate is of greater importance than high exchange capacities. And new developments are being made practically every day.

Additional information on Consolidated's set up is available on request. Address all inquiries to the Engineering Editor.

now producing its soft water more economically.

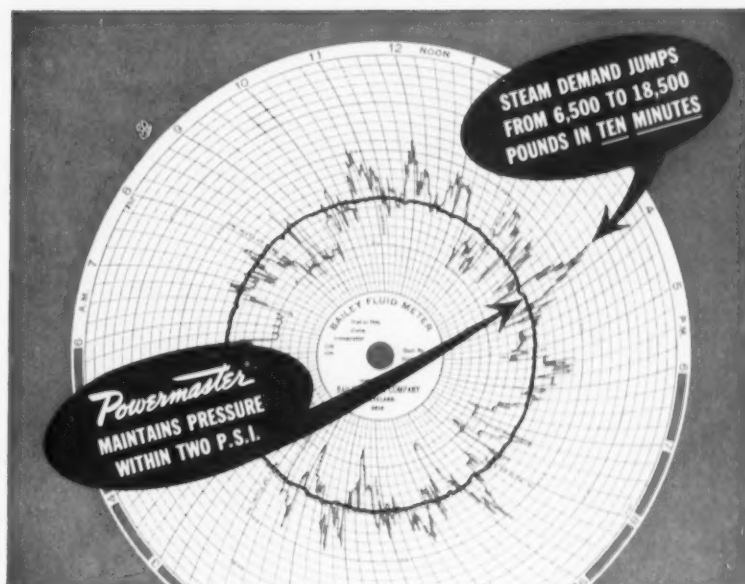
An important feature of the synthetic resin is its ability to deliver soft water at unusually high flow rates. High flow rates, sometimes in excess of 20,000 gallons per hour, are frequently required, particularly on Mondays and Tuesdays when the peak wash load is handled. To meet these needs, the softeners will deliver water of zero hardness at the rate of 350 gallons per minute individually and at 600 gallons per minute when used in tandem.

#### Automatic Features

With the new softeners regeneration is accomplished merely by pressing a button. Each of the units (Fig. 2) is equipped with a semi-automatic flow-control valve and an alarm-type meter. Each meter is set to sound an alarm after a certain number of gallons—300,000 gallons of 6-grain hardness—have been softened. After this quantity of water has been processed, the alarm sounds to notify the maintenance crew the unit is close to its exhaustion point.

To start the regeneration cycle, the operator presses the actuating button. Thereafter, the control valve acts automatically to cut the unit off stream, backwash the bed, introduce the brine regenerant and, finally, rinse the bed. The control valves are interlocked so that while one unit is being regenerated, the other softener continues to operate.

On the heavy Monday and Tuesday peak-load occasions the automatic alarm and regeneration system is particularly valuable, because the regeneration can be accomplished rapidly and with a minimum of attention. The availability of a second unit (Fig. 2) to carry the load while the first unit is being regenerated permits laundering to proceed without interruption. Because a continuous supply of soft water is always available, washing and rinsing efficiency can be maintained at a uniform level and soap costs kept at a minimum. □□



## Powermasters maintain constant pressure against extreme load swings

- This chart shows a 24-hour run on an installation of two 300 HP Powermaster Packaged Automatic Boilers. The load varied from 3,000 lb/hr to about 19,000 lb/hr. This is typical of the widely varying load swings that are encountered in many operations.

The Powermaster carries such loads with practically no variation in steam pressures, and continues to operate with full efficiency.

You get MORE than instant response with Powermaster

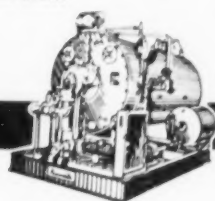
- |   |  |
|---|--|
| ★ Low-cost, space-saving installation     | ★ Clean, quiet operation                           |
| ★ Fast steaming                           | ★ Smokeless combustion                             |
| ★ Fuel economy                            | ★ One-source responsibility for complete unit      |
| ★ Quick fuel change-overs                 | ★ Nation-wide factory-trained service organization |
| ★ Clean, dry steam                        | ★ Pay-As-You-SAVE Purchase Plan                    |
| ★ Automatic operating and safety controls |  |

Powermaster's outstanding performance can be yours quickly and easily under Orr & Sembower's new Pay-As-You-SAVE Purchase Plan. Write for full details and a copy of Bulletin 1220.

# Powermaster®

PACKAGED AUTOMATIC BOILERS

Sizes to 500 HP; pressures to 250 psi.

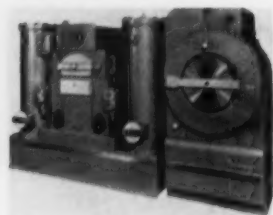


## ORR & SEMBOWER, INC.

Morgantown Road, Reading, Pa.

# NEW PRODUCTS and LITERATURE

## New Two-Bath Unit



The Manitowoc Engineering Corp.'s newly developed two-bath Model 105°F drycleaning system has 70-to-105-pound-per-hour capacity. Designed and built specifically for two-bath operation, Model 105°F is equipped with the manufacturer's Diverti-Flo Solvent Control, as well as Manitowoc's standard solvent cooler. The new system is designed to comply with all state and local codes, and Selecto-matic controls all cycles.

The petroleum unit is equipped with explosion-proof electrical components, has divided tank construction and long-life self-priming centrifugal pumps adaptable for pumping solvent from drum to tanks or vice versa.

The Wisconsin manufacturer's new system has automatic brakes and is equipped with adjustable self-aligning doors for positive seal. It comes complete with Manitowoc cloth plate filters or optional Manitowoc-Olson tubular filters and super 36-inch-by-30-inch Class II tumbler. A 105°F vacuum still (75 g.p.h.) is optional equipment.

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

## New Nylon Press Cover

A new nylon press cover, called Bulldog X1, has been introduced by X. S. Smith, Inc., Red Bank, N. J.

Bulldog X1 is an all-spun-nylon cover cloth, finished with a thermoplastic resin. The cover cloth is designed to fit all presses, and is also available in rolls 54 inches wide.

President X. S. Smith said that tests have shown the new finish to double the life of the cloth, giving as much as 40,000 shirts without replacement. He also pointed out that Bulldog X1 is made to resist high temperatures with comparatively little loss of tensile strength.

The firm is represented by jobbers throughout the country.

## New Laundry Tumbler



The new Hy-Dry gas-seated laundry tumbler is the latest addition to Huebsch Manufacturing Company's line of laundry equipment.

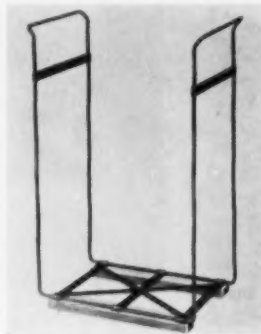
The fully automatic Hy-Dry Tumbler is only 27½ inches wide—narrow enough to go through the smallest standard-size door. With a full 16-pound (dry weight) capacity it has many uses and applications.

Among its features are convenient height for loading and unloading. It has a supersize lint hopper; the extra-large lint screen and storage capacity makes cleaning necessary only once a week. Controls and

burners are easily accessible from the front by lifting the panel cover. The unit is available in any color at no extra charge.

To find out more about the Hy-Dry Tumbler, write to Huebsch Manufacturing Company, 3775 N. Holton St., Milwaukee 1, Wis., for the new catalog page on this unit.

## Shamrock Bag Holder



Sorting operations of laundries and drycleaners can be simplified by means of the No. 85 Bag Holder, according to the manufacturer, Meese, Inc., Madison, Ind.

The bag holder can be used at plant receiving counters to sort clothing at the time it is left by the customer, thus saving time when the cleaning work is transferred to the main plant for processing.

The bag holder's spring steel frame is riveted to two hardwood runners, 1 by 2 inches. The springiness of the frame keeps the mouth of the bag stretched open. Full bags slip off easily.

In addition to the single units, the holding frames may be mounted with two, three or more units on a single base, with casters for mobility. Standard size of the single frame is 18 inches long, 12 inches wide and 32 inches deep.

Literature on the Shamrock No. 85 Bag Holder will be pro-

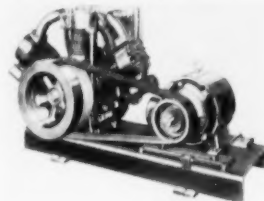
vided by the manufacturer upon request.

## Trent Welding Process

A new process for welding stainless-steel and high-alloy tubing and pipe has been developed by Trent Tube Company, East Troy, Wis., a wholly owned subsidiary of Crucible Steel Company of America. The process is covered by U. S. Patent No. 2,716,692.

Improvements claimed for Trentweld include better physical properties, appearance and corrosion resistance. Trent notes that stainless-steel and high-alloy tubing and pipe produced by the new method can be used for applications requiring corrosion resistance, heat resistance and cold resistance, and where high pressure will be encountered. It is also expected that Trentweld will have architectural or mechanical applications.

## New Le Roi Compressors



A new line of two-stage, air-cooled electric motor-driven compressors has been announced by the Le Roi Division of Westinghouse Air Brake Company. These new 50, 75 and 100 hp. stationary compressors have displacements of 260, 415 and 550 c.f.m. at 125 p.s.i. operating pressure.

Detailed information of the new "S" compressor can be obtained by writing to the Sales Promotion Department, Le Roi Division, Westinghouse Air Brake Company, 1706 S. 68th St., Milwaukee 14, Wis.

## Newhouse Introduces New Lindy Marking Pen



The Newhouse Company, Glendale, Calif., has introduced the latest of its Lindy line of pens, the Lindy Laundry and Drycleaning Marking Pen, known as No. 361.

Among features distinguishing the new pen is a specially

designed ball point which writes clearly and smoothly on paper as well as on all kinds of fabrics. The 7-inch pen carries an extra large supply of ink. The pen is nonrefillable and disposable.

The black indelible ink meets



Dow Sodium Orthosilicate  
cleaning compound is the soap builder  
that gets work clothes cleaner and

## BRINGS THE BIG BUNDLES BACK

The big bundles of extra-dirty work clothes come back time after time to the laundry that gets them clean with economical efficiency. And load after load, Dow Sodium Orthosilicate does this tough job while saving soap costs . . . because even greasy, grimy mechanics' shirts and plumbers' overalls wash *cleaner* in a *single* cycle. Dow Sodium Orthosilicate can be used alone on the break to remove heavy soil *before* the soap solution is

added. Its high alkalinity neutralizes soil acids. It *keeps* insolubles in suspension . . . and this fine soap builder rinses easily from all garments.

For heavy-duty effectiveness at greater savings . . . call the nearest Dow sales office today for the name and address of *your* Sodium Orthosilicate distributor, or write directly to THE DOW CHEMICAL COMPANY, Dept. AI, 3661-2, Midland, Michigan.

*you can depend on* DOW CHEMICALS

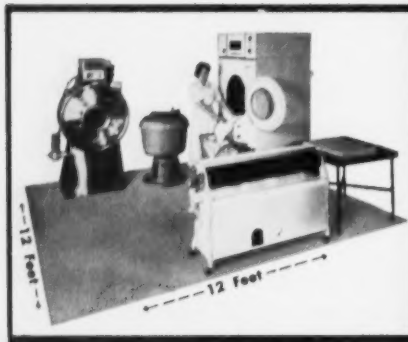


celebrating

# Simplex 50th ANNIVERSARY

Please visit us during the A.I.L.  
Convention, Booths 722, 723.

... with important savings in  
**COST - SPACE - OPERATION**



**STAINLESS STEEL WASHER** . . . in 25, 50, and 75 lb. capacities. New full sequence timer.  
**EXTRACTOR** . . . smooth running and really rugged — 25 lb. capacity.  
**OPEN END DRYING TUMBLER** . . . compact and quick. Available in 8, 24, 32, 40, 100 and twin 15 lb. capacities.  
**IRONERS** . . . gas or electric 48" Super model. The 56" Master uses gas, electric or steam.

Half a century of doing business approves of our building low initial cost, minimum upkeep and space-saving laundry equipment. The Simplex reputation for low maintenance equipment stems from its solid quality.

More and more, operators who are serious about saving money and space bring us their problems. We give them the straightforward Simplex facts — complete with recommendations, prices and specifications. We'll be glad to do this for you if you'll supply us with details of your requirements.

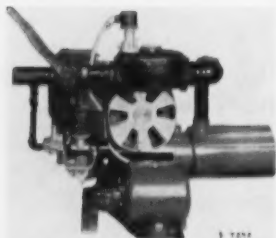
**INTRODUCING**...the revolutionary Speed Queen commercial Automatic Washer with **LIFETIME** Stainless Steel Top and Tub. Here's your answer to eaten-out tubs and unsightly tops.



**IRONER DIVISION SPEED QUEEN CORPORATION** 413 Washington Ave., Algonquin, Ill.

Government Specification TT-1-562 and is said to withstand all laundry and drycleaning processes.

## New Gas/Oil Burner



Cleaver-Brooks is offering a line of six new precision-engineered industrial gas/oil burn-

ers. Capacities of the new burners range from 720,000 to 8,600,000 B.t.u. They can be used for gas alone, for light oil (No. 2 grade) and gas, and a combination of heavy oil (No. 5 grade) and gas.

All secondary air in these burners is furnished by the burner; thus it doesn't have to depend on stack draft. Air is metered to provide correct air to fuel ratios for efficient combustion. Oil and gas interchange is accomplished instantly by the flip of a switch. Air is controlled through the damper modulating between high and low fire.

For complete information write Cleaver-Brooks, Burner Division, 326 E. Keefe Ave., Milwaukee 12, Wis.

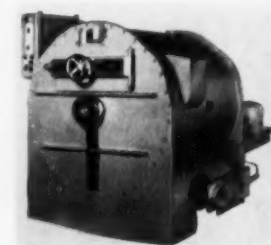
Cannon Mills, Inc., towel manufacturer, brought its packaging gimmick to Olin Cellophane for working out. The result, illustrated here, was store-level packaging of six Cannon towels. Olin sends interested retailers a Cannon packaging kit containing 500 cellophane bags and gift labels, and includes a detailed instruction brochure. The complete kit is shipped to the retail store postpaid. The retailer packages the towels himself, as he needs them.

To learn more about Olin's Store-Level Pre-Packaging Plan, write to G. W. McCleary, Sales Promotion Manager, Olin Film Division, Olin Mathieson Chemical Corporation, 655 Madison Ave., New York 21, N. Y.

It is claimed that use of the new product will result in shorter washing time and bright colors.

For further information write to the manufacturer.

## Braun's New Unit



G. A. Braun, Inc., has announced production of a new 65-pound washer-extractor unit. This new model brings the G. A. Braun line to three combination washer-extractor models with 65-, 100- and 200-pound capacities.

According to the manufacturer, the new unit will incorporate the same space- and labor-saving features found on the other models. For further information write to G. A. Braun, Inc., Empire Building, Syracuse, N. Y.

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

## Idea in Cellophane



Here's a merchandising idea that laundrymen can adapt for their own field.

## Washes Extra-Dirty Clothes

Robins "Break-Tex," introduced by G. S. Robins and Company, 126 Chouteau Ave., St. Louis 2, Mo., offers a method of washing oily, greasy work clothes, wiping cloths, and extra-dirty garments of all types.

According to the manufacturer, Break-Tex is an odorless liquid that aids the break operation by softening, dissolving and emulsifying oil and grease.



## Linen Supply Clinics

Linen supply sales, production and employee selection and training will be discussed in a series of three regional clinics to be held in October and November under the auspices of the Linen Supply Association of America, 22 W. Monroe St., Chicago 3, Ill.

Suppliers' key people will attend these meetings, to be held as follows:

October 6, 7, 8: St. Francis Hotel, San Francisco; October 27, 28, 29: Belmont Plaza Hotel, New York City; November 3, 4, 5: LaSalle Hotel, Chicago.

## NAILM Names Whitlock

R. H. Whitlock, laundry manager of University Hospitals, Oklahoma City, Okla., has become secretary of the National Association of Institutional Laundry Managers. He replaces Miss Donald N. Smith, who has served the association for many years.

Miss Smith's resignation was due to the press of work she is doing in connection with University Hospitals in Cleveland and as a district representative of the National Executive Housekeepers Association.

## British Laundry Directory

Trader Publishing Company, Ltd., Dorset House, Stamford St., London, S. E. 1, England, has announced the publication of the fifth edition of its "Power Laundry Directory and Year Book."

The 192-page 1955 edition contains a list of principal events in the laundry and drycleaning industries in 1954; a Buyers' Guide listing the names of over 1,000 suppliers; a directory of trade and professional associations; complete specifications of all the principal laundry and drycleaning machines made by British manufacturers; and numerous other pages of essential information, completely revised and brought up-to-date.

## Good Turnout for Indiana Clinic



The photograph above shows some of the more than 50 persons who attended the recent production clinic sponsored by the Indiana Dry Cleaning and Laundry Institute. It was held at the Home Laundry and Dry Cleaning Co. of Richmond. The Institute is headed by Kenneth E. Ballinger of Anderson.

## Chicagoans Form Committee

John T. Toomey, executive secretary of the Chicago Laundry Owners Association, has announced the formation of a joint committee, known as the "Inter-Industry Council of the Dry Cleaning and Laundry Industries," comprised of men in the drycleaning and laundry industries. Laundries handling drycleaning business and drycleaning establishments handling laundry are invited to join.

# ALL THE FACTS YOU NEED!

## THE NEW LANE CATALOG No. 4

Gives all the data you need to select the finest canvas baskets, hampers and trucks for your laundry or related operation. The sixteen styles most popular in the laundry field are illustrated and described fully. The new catalog includes such items as the Style 45 extra heavy duty basket shown below.

### Look into STYLE 45 for Dependable service at low cost

- Hardwood bottoms — dual riveted — stronger than steel
- Heavy Lane duck for longest wear
- Short, tightly drawn stitches of long-staple cotton thread for greater strength
- Longitudinal shoes firmly held by double riveted cross-boards
- Self-embedded rivets prevent sharp cutting edges



SEND TODAY FOR YOUR FREE COPY OF  
THE LANE CATALOG No. 4  
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# Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

Please send me my free copy of  
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My distributor is \_\_\_\_\_

55-104

# NEWS

from the

## ALLIED TRADES

### Leather Cleaners Form Association



Twenty-three leather cleaning plants from all over the United States have organized and are now charter members of the Suede and Leather Refinishers of America.

The brand-new association has spirited plans for improving quality standards of production, for a promotional program and for many activities designed to further the interests of their trade and to increase sales of suede and other leather apparel.

As pointed out by SLRA President C. K. Kirkpatrick of Kirk's Leather Cleaners in Los Angeles, when the consumer is shown that leather garments, properly handled, are serviceable and cleanable, more garments will be sold and more garments will be brought to the skilled suede and leather cleaner for handling.

Vice-president of the SLRA is Martin Stein, The Suede King, of Sharon, Pa. The secretary is Ernest Weiss, Suede-master, Youngstown, Ohio. Dan Weinberg, Globe Wardrobe Service, Chicago, is treasurer.

The remaining charter members are: Wardrobe Service, Kansas City; Glove Cleaning Service, Cleveland; Custom Leather Refinishers, Trenton; DeWitt Glove Co., Detroit; Bennett's, Kansas City; Chapman Cleaners, Wichita; S & L Cleaners, Cincinnati; Dayton Suede Cleaners, Dayton; Swiss Cleaners, Louisville; Washington Cleaners, St. Louis; Helenizing, New York; Deer Park Cleaners, Silverton, Ohio; C. O. D. Cleaner, Davenport; French Unique Suede Cleaners, Los Angeles; Ideal Cleaners, Denver; Pantorium Cleaners, Dayton, Ohio; Universal Cleansing & Dyeing, Cleveland;

Doche & Co., Amarillo, Tex., and Hepping Suede & Leather Cleaners, Denver.

Allan J. Copeland, head of the Chicago advertising agency bearing his name, was retained as executive director of the group. His agency was appointed as advertising, merchandising and public relations counsel.

The new group plans to work closely with the NID, Tanner's Council, National Association of Leather Manufacturers and other associations of parallel interests.

### Minnesota Chemical Celebrates Fortieth Year



These sales representatives and officers of The Minnesota Chemical Company met recently for a week-end conference to celebrate the firm's fortieth anniversary. The company, established in 1915, is a manufacturer of industrial soaps and cleaning compounds as well as a Midwestern distributor of drycleaning and laundry supplies and equipment.

In the back row, left to right, are President Robert K. Baker, Curtiss R. Woodruff, Manley G. Nelson, Harry Kiegel, Vice-President John M. Baker, Mid-

### Cox Acquires Uni-Mac



JAMES E. COX

Marking the most recent step in the Cox expansion program, James E. Cox has announced the purchase of the Uni-Mac Company, manufacturer of the Uni-Mac Twin Washer. Mr. Cox is now owner of 80 percent of the Uni-Mac stock.

Mr. Cox, a veteran laundry equipment supply house executive, is also owner of the James E. Cox Company of Atlanta, Ga., and the Yarbrough Supply Company, Inc., of Nashville, Tenn.

Following acquisition of the Uni-Mac company, Mr. Cox invited laundymen to visit his plant and testing laboratory in Fort Lauderdale, Fla., to see the Uni-Mac machine in oper-

ation and watch the tests which are conducted daily.

### Challenge Names American

George P. Hebard, sales manager of Challenge Manufacturing Company, Laundry Machinery Division, has announced the appointment of The American Laundry Machinery Company, Cincinnati 12, Ohio, as exclusive sales agents for the Challenge Grantham (C-G) Tumbler.

Mr. Hebard pointed out that American's nationwide sales and service facilities will further the distribution and service of Challenge tumbler equipment.

### Hammond Distributors Entertain Conger



ROGER N. CONGER

Roger N. Conger, president of Hammond Laundry-Cleaning Machinery Company of Waco, Tex., recently returned from a motor trip through New Mexico, Nevada, California and Arizona, where he visited several of the Hammond distributors.

During Mr. Conger's stay in Albuquerque he was entertained by P. O. Voss, Hammond distributor for Arizona and New Mexico. He was also made welcome by Romaine Fielding & Associates, Hammond's West Coast distributor in San Francisco.

### Hughes Named

#### Diamond Treasurer

James A. Hughes, vice-president and general manager of the Bryant Heater Division of Affiliated Gas Equipment, Inc., for the past five years, has been elected treasurer of Diamond Alkali Company, according to an announcement by John A. Sargent, president. Mr. Hughes succeeds Arthur W. Crossley.

Mr. Hughes has a background of 15 years experience

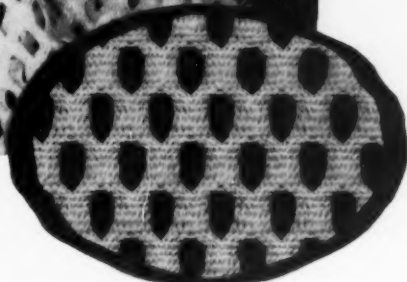
dle row: Arthur W. Bolton, Leif Eide, Don Coombs, James Dowd, Arthur Wiles. Front row: J. I. Schallbetter, Wm. Riley, Treasurer Dan R. Baker, Orville Peterson, Charles Doty.

Conference sessions were devoted to informal discussions of company policies in relation to sales, and operating problems of the owners of cleaning and laundering establishment.

Home offices of the St. Paul, Minn., company are at 2285 Hampden Avenue, and an office and warehouse are located in Milwaukee, Wis.

# 12

## REASONS WHY



The Original

# Callaway

Knitted Nylon  
Callanet

## ANSWERS ALL YOUR "NET" PROBLEMS

1. Provides streamlined, lightning-fast pinning.
2. Pin punctures disappear.
3. Day-light mesh that won't "fog up"—lintless.
4. Free passing of insolubles.
5. Suction action—cleaner, whiter loads.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Thickest "bleach-resisting" yarn.
11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

**For economy's sake—compare our laundry net prices by weight**

In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



## Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • Akron 8  
San Francisco 3 • Los Angeles 12 • Dallas 7

Towel Ensembles • Rugs and Carpets • Laundry Textiles • Terry Mats

in business administration and general management in the shipbuilding, oil field supply and consumer goods industries.

### American Appoints Church



FRED W. CHURCH

Appointment of Fred W. Church as rug cleaning equipment specialist for the Western sales division of The American Laundry Machinery Company of Cincinnati, Ohio, has been announced by Raymond Anthony, general sales manager. Working out of Chicago, Mr. Church will assist plants in the Midwest area with their rug cleaning problems and will serve as a company sales representative devoted exclusively to rug cleaning equipment.

Mr. Church joined the Western sales division engineering department of The American Laundry Machinery Company in February 1950 and was appointed assistant district engineer in November 1954.

### Speedy Promotes Coleman



JACK A. COLEMAN

Speedy Washer Mfg. Co. of Miami, Fla., has announced the promotion of Jack A. Coleman to vice-president and general sales manager. Mr. Coleman was formerly vice-president in charge of Speedy's Eastern sales division.

Mr. Coleman has had extensive experience in the commercial and quick-service laundry field, having installed many successful feeder-plants.

The Speedy company also announced that it plans to increase its sales and service personnel to keep pace with increasing business throughout the nation.

### American Purchases Olson

Purchase of Olson Filtration Engineers, Inc., Chicago, by The American Laundry Machinery Company, Cincinnati 12, Ohio, has been announced by J. M. Garvey, president. R. E. Mitchell and Dwight L. Ebert, both connected with Olson, will continue to serve in their present capacities.

Established as Olson Filtration Engineers, Division of The American Laundry Machinery Company, the new division will enable the parent company to meet the growing demand for a tubular-type filter and vacuum stills. The Olson line of Truclear Filters for petroleum solvents will continue to be manufactured.

Distribution of the Olson tubular filter through local dealers will also be continued.

### Le Roi Names Buttner



H. J. BUTTNER

H. J. Buttner has been appointed manager of engineering for the Le Roi Division of Westinghouse Air Brake Company, Milwaukee, Wis., according to an announcement made by Paul I. Birchard, vice-president and general manager of the company.

Mr. Buttner has had nearly 25 years of engineering experience in the design and development of high-output internal-combustion engines, including all phases of research, development and testing. He has also been responsible for creating a complete combustion research facility.

### National Marking Names Griffith

James L. Griffith has been appointed a member of the sales force of The National Marking Machine Company, Cincinnati, Ohio. Mr. Griffith will be working in the company's New York office.

Mr. Griffith has been employed in the drycleaning industry in various capacities since his graduation from high

school. In 1937 he purchased and operated his own drycleaning plant. During World War II he was in charge of Lockheed Overseas Aircraft Corporation's laundry operations in Ireland, later working with the Quartermaster Department.

Since 1952 Mr. Griffith has been active as a manufacturers' representative promoting the sale of various items of laundry equipment, particularly machines of foreign manufacture.

### Supermatic Unit at International Exhibit



This Ajax Supermatic shirt unit, manufactured by Western Laundry Press, 619 S. Fifth West St., Salt Lake City, Utah, is being exhibited this month at the International Laundry Owners Association exhibit in Port de Versailles, France.

Shown above, standing with the new unit, are O. H. Pearson (left), chief engineer, and Nicholas Strike, general sales manager.

The Supermatic consists of

three pieces of equipment, and reduces shirt processing to three operations. A cabinet sleeve press, a collar-and-cuff press and a cabinet bosom-and-body press are all assembled into one unit.

Louis N. Strike, president and founder of the firm, and Herb Brownlee, Washington, D. C., foreign expert adviser for the firm, are in France to explain the workings of the unit.

### Hammond Laundry-Cleaning Has Sales Meet



A bright picture for the future was predicted by Roger N. Conger, president of Hammond Laundry-Cleaning Machinery Company, Waco, Tex., during the firm's recent sales conference. District sales managers of Hammond's outlets were present at the two-day meeting, which featured sales plans for the company's line of laundry and drycleaning equipment, as well as discussions of jobber products.

John Strike, secretary of Ajax Pressing Machinery Company

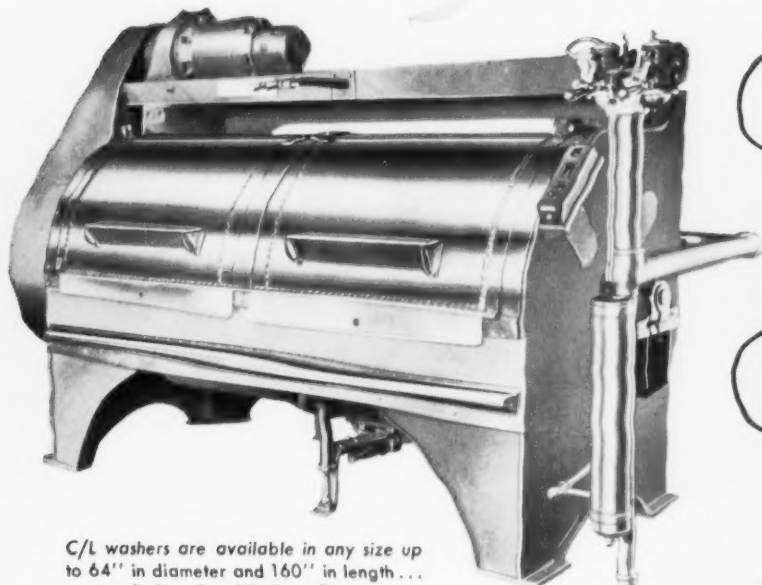
of Salt Lake City, Utah, discussed an expanded sales program for the Southwest. Hammond is the Texas representative for Ajax equipment.

Shown seated in the above photo, left to right, are G. L. Norvell, Austin; Sam J. Elms, Waco district representative; William S. Hammond, board chairman; Roger N. Conger, president; David A. Lepar, assistant sales manager; John Strike, Ajax. Standing, left to right: G. L. Vaughan, Baton Rouge, La.; J. A. Rountree,



# ...not claims but **FACTS**

*why Cummings-Landau  
washers are the finest,  
simplest washers ever made*



C/L washers are available in any size up to 64" in diameter and 160" in length... or are designed and built to fit your particular space and requirements. They are made in open pocket type, either with or without glide-out unloading shelves; also with Pullman glide-out or "Y" glide-out compartments for easy unloading, all with low front shell openings. C/L WASHERS ARE EQUIPPED WITH SEMI- OR FULLY AUTOMATIC WASHING CONTROLS.

A washer so superbly engineered that no maintenance or service is required other than periodic lubrication! Check those exclusive C/L points of superiority at the right. They alone would make C/L your best washer buy... but there are even more advantages that we can't list here. Write, wire or phone for the complete C/L story today! It's an eye-opener... a money-saver!

SEE US IN BOOTHS #510 to #513 DURING THE A.I.L. CONVENTION

*no simpler washer built... no finer washer made*



## **CUMMINGS-LANDAU**

### **LAUNDRY MACHINERY CO., INC.**

305-17 TEN EYCK ST. • BROOKLYN 6, N.Y. • TEL. HYacinth 7-1616 • Cable Address "CUMLAMAC"

- 1** absolutely leakproof **SEALOMATIC TRUNNION SEAL**. Unequaled! Requires no adjustments, no maintenance! Gives you full life of trunnion bearings! Absolutely leakproof!
- 2** foolproof **EVERTITE** Cylinder Door Lock. Single handle control for hinged or sliding doors. Positively won't loosen under heaviest pounding! Split-second snap action gives far greater sealing pressure than any spring operated assembly!
- 3** vibration-free **C/L RIGID FRAME**. Cummings-Landau's heavyweight frame with its unique cradle suspension gives you practically noiseless operation!
- 4** Splash-proof **COMPRO-SEAL** Shell Door Assembly. Here's the shell door assembly, for standard or low-front machines, that's really splash-proof! Features our exclusive Compro-Seal!
- 5** arc-welded **STAINLESS STEEL** or **MONEL** cylinders. C/L cylinders are arc-welded of the finest Monel Metal or Stainless Steel. Sturdy, simple, indestructible!

HUABO  
NET PINS

COVER  
CLOTH  
FASTENERS

MARKING  
PINS

290

DRY  
CLEANER  
CLIPS

STRAIGHT  
PINS

SAFETY PINS



MEMBER



THE Best IN  
LAUNDRY SERVICE



**KNOWN FOR QUALITY & SERVICE  
THROUGHOUT THE TRADE**

- Immediate Shipments
- Complete Dealer Coverage
- A Pin For Every Need

**THE RISDON MANUFACTURING COMPANY**

NAUGATUCK, CONN. RI-63

WRITE FOR LATEST COMPLETE CATALOG

## Camelforms

**SAVE 1-1/2¢ TO 2¢ PER SHIRT  
ON LAUNDRY PACKAGING!**



**... Customers' Report**  
That's why laundries are  
adopting them in greater  
quantities every month.

write

**CAMPBELL BOX & TAG COMPANY**

Main & Starch Streets • South Bend 23, Indiana  
or your laundry supply jobber.

Shreveport, La.; J. S. Winslow, factory superintendent, Waco; Walter W. Henry, Henderson; Bill J. Cunningham, assistant chief engineer, Waco; T. Barnes Johnson, Houston; John D. Beauchamp, San Antonio; J. V. New, Lubbock; A. B. Jacob, Ft. Worth; H. C. Gouldy, Lubbock; Azel Martin, Oklahoma City, Okla.

Hughes' new duties would include the establishment of a new sales planning department, in addition to special assignments.

Mr. Hughes has been with Timken since 1938.

The appointment of J. L. Brown and Don M. Brown to new posts was also announced by the company's sales director.

J. L. Brown, who started with Timken in 1925, was promoted to assistant manager of the sales order department.

Don Brown started with Timken in 1922. His new position is manager of the allocations department.

### Whitehouse Names Osborne



JACK OSBORNE

Whitehouse Nylon Products, 360 Furman St., Brooklyn, N. Y., has announced the appointment of Jack Osborne as sales manager, succeeding Bert E. Reid who has retired.

Mr. Osborne was manager of the Pittsburgh branch of Carman & Co., Inc., until its liquidation, and more recently has been field representative for Whitehouse, with headquarters in Chicago.

### Timken Promotes Three

E. H. Hughes, manager of the sales order department of The Timken Roller Bearing Company, Canton, Ohio, has been named to the newly created post of assistant to the sales director. In announcing the appointment, P. J. Reeves, director of sales, said that Mr.

### Keever Appoints Goans



JACK GOANS

Jack Goans, Charlotte, N. C., is now serving as a sales-service man for the Keever Starch Co., Columbus, Ohio.

According to Robert Allen, manager of the laundry sales division, Mr. Goans will work with Fred Glenn, Greenville, S. C., covering the Southeastern states. In his new post, Mr. Goans will contact commercial and institutional laundries, assisting jobbers of Satinette Starch and Keever Sours.

Mr. Goans previously represented a textile maintenance manufacturer in the South.

### M & L Supply Company Puts Its Ad on Wheels



Laundrymen and drycleaners in Akron, Ohio, are paying attention to a new way of advertising by the M & L Supply Company.

M & L is calling attention to itself—and, incidentally, publicizing the services of local laundries and cleaners—by using the advertising space on the

outside of one of Akron's trolley buses. The company believes this marks the first time that this medium has been used by a supply and machinery jobber to appeal directly to the retail trade.

The bus with its colored sign traverses a different route every day, covering a metropolitan area with a population of over 300,000. M & L has contracted for this space for one year, and the art work will be changed seasonally.

#### Washex Appoints Washburn



M. J. WASHBURN

J. B. Diepenbrock, general sales manager of the Washex Machinery Corporation, Brooklyn, N. Y., has announced the appointment of Jim Washburn

as distributor and factory representative in the Midwestern territory, with headquarters in Chicago.

Mr. Washburn will promote the sale of Washex combination washer-extractors and tube filters through distributors in northern Illinois, Wisconsin, Minnesota, eastern Iowa and a portion of Indiana.

Formerly sales manager with Troy Laundry Division of American Machine & Metals, where he promoted laundry equipment, Mr. Washburn is also an electrical engineer.

#### New Route-Sales Plan

A new plan announced by Ira Siegal, president of the Laundry Corporation of America, offers a method for route salesmen to supplement their incomes and increase their service to customers by selling name-brand sheets, towels and other washable household items directly to the route customer.

According to Mr. Siegal, the direct-sales plan will not only help to create new customers, but it also offers a service that housewives should appreciate. Mr. Siegal further points out that this is a logical service for laundries to offer, and it won't interfere with the route salesman's time.

To learn more about the sales plan, write to LASCA, 363 Seventh Ave., New York 1, N. Y.

#### Pennsalt Promotes Two Sales Executives



PAUL C. HURLEY



J. STANLEY HALL

The promotions of two sales executives of the Pennsylvania Salt Manufacturing Company, 3 Penn Center Plaza, Philadelphia 7, Pa., have been announced by Albert H. Clem, general manager of the Chemical Specialties Division.

J. Stanley Hall, sales manager of the laundry and drycleaning products department, becomes sales director of the

Chemical Specialties Division. In this newly created position, Mr. Hall will be responsible for the national sales activities of the laundry and drycleaning chemicals, metal processing chemicals, B-K food sanitizing products, corrosion engineering and household products departments.

Paul C. Hurley, manager of advertising and sales promo-

**PIN DOWN  
OPERATING COSTS !  
with TINGUE, BROWN  
LAUNDRY FABRICS**

**LOGLIFE APRON CLOTH**

**WASHMOR NYLON NETS**

**BESTOS BINDERS & COVERS**

**PRESS FABRICS**

Fabrics manufactured specifically for laundry machinery mean genuine savings through trouble-proof operation! The Gold Line of Laundry Fabrics is designed to provide superior work at the lowest cost per hour.

You get more for your dollar when you buy Tingue, Brown's more than 50 years of manufacturing "know-how."

The Gold Line of Quality Laundry Fabrics has no equal!

#### OTHER ESSENTIAL TINGUE, BROWN PRODUCTS

LOGLIFE FEED RIBBONS . . . COMBINO COTTON  
NETS . . . ELITE COVER CLOTH . . . EIGHTEEN  
COVERDUX . . . TINDECK FLANNEL PRESS PAD-  
DING . . . BASKETS AND LINERS

*"cut down operating time; buy the Gold Line!"*



**TINGUE, BROWN  
and COMPANY**

1765 Carter Avenue, New York 57, N. Y., CYpress 9-8800

507 Bishop Street, N. W., Atlanta, Georgia, ATwood 3864

1227 Wabash Avenue, Chicago 5, Illinois, HArrison 7-0083

723 E. Washington Blvd., Los Angeles 21, Calif., RIchmond 9-6023

WHAT'S NEW?

# COM-PAT

**A BETTER, SAFER, EASIER  
WAY OF BLEACHING**

—Because COM-PAT is a SAFE, SOLUBLE, fine granular bleaching material for use directly to the wheel, it eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

**COM-PAT offers these advantages:**

1. NO PINHOLING
2. A TREMENDOUS REDUCTION IN TENSILE STRENGTH LOSS
3. EXCELLENT STAIN REMOVAL
4. SUPERIOR BRIGHTENING PROPERTIES
5. BETTER STORAGE STABILITY
6. NO FORMATION OF LIME SOAP
7. MORE CONVENIENT TO USE
8. NO PRE-DISSOLVING
9. MAY BE USED ON NYLON OR RAYON
10. NO DANGER OF FIRE OR EXPLOSION

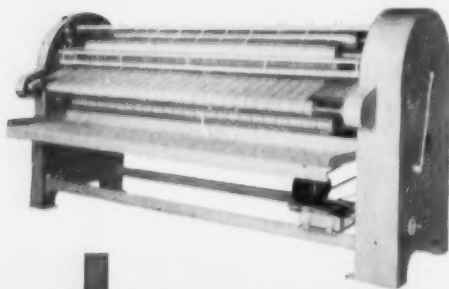
Reg. U. S. Pat. Office

Manufactured by

**MARTENS CHEMICAL CORP.**

243 Clinton Avenue, Kingston, N. Y.

*Look to*  
**CHICAGO** *for*  
**FLATWORK  
IRONERS**



**GAS, STEAM or ELECTRIC HEATED**

*Consult your jobber or write for literature today.*

**Chicago DRYER CO.**

2212 North Pulaski Road • Chicago 39, Illinois

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

tion since 1950, succeeds Mr. Hall as sales manager of the laundry and drycleaning department. Prior to assuming his present duties, Mr. Hurley was a member of Pennsalt's laundry and drycleaning staff.

Mr. Hall joined Pennsalt

chemical specialties organization in 1932. He has been a sales manager since 1943.

Mr. Hurley, prior to joining the company in 1943, was associated with a Missouri laundry firm, and is well-known in the industry.

## Cowles Appoints Rottman



ARNOLD R. ROTTMAN

Arnold R. Rottman, recently appointed Cowles technical man in Chicago, brings to his new job a varied background of experience in specialties, chemicals and laundry supplies. According to W. J. Schleicher, manager of Cowles' laundry de-

partment, Mr. Rottman has been selling press and ironer maintenance supplies in and around Chicago—approximately the same territory he will cover for Cowles Chemical Company.

Mr. Rottman replaces Frank F. Otto. He will work with O-So-White Products, Inc., and Carman-Conley, Inc., Cowles dealers in the Chicago area.

## Zeoli Resigns From Telecoin

Sam Zeoli has announced his resignation from his position as sales manager of Telecoin Corporation and its principal subsidiary, New York Telecoin Corporation.

Mr. Zeoli's connection with Telecoin began in 1939 with the inception of the self-service laundry industry.

In announcing his resignation from Telecoin, Mr. Zeoli stated that he plans to continue his connection with the industry.

## Vic Names Butler and Dahlberg



J. H. BUTLER



C. DAHLBERG

J. H. Butler has been named Central district manager, and Carl Dahlberg has been appointed to a sales position in the Northeastern United States, according to an announcement by Vic Cleaning Machine Company, Minneapolis, Minn.

Mr. Butler has been associated with the laundry and drycleaning industries since 1947 in varying capacities. He first sold Vic equipment in 1948 for Stovall and Associates in Indianapolis. Mr. Butler's new district covers Florida, Georgia,

Alabama, Mississippi, Louisiana, Arkansas, Oklahoma, Tennessee, Kentucky, Missouri, Illinois, Indiana, Ohio, Michigan, Wisconsin, and the Canadian provinces of Ontario and Manitoba.

Mr. Dahlberg is a graduate of the National Institute of Drycleaning. His past experience includes technical field service for the NID and for makers of drycleaning equipment. In 1950 he supervised the construction and setting up of the first drycleaning plant in Monterrey, Mexico. Mr.



Dahlberg is now headquarter- service Vic installations in the ing in New York City and will East.

#### Wyandotte Adds Six Service Representatives



JOHN H. EMERY



ROBERT M. LANG



BASIL C. KOKAKA



HOWARD R. MILLER



DEAN M. MCCALL



BYRON A. KIRK

W. B. Appleby, manager of Wyandotte Chemicals' Laundry and Textile Department, has announced the addition of the following service representatives to these district staffs:

**Boston:** John H. Emery has been employed by a commercial, a hospital and hotel laundry since 1931.

**Cincinnati:** Robert M. Lang has more than eight years experience of selling and servicing power laundries. He will headquarter in New Albany, Ind.

**Cleveland:** Basil C. Kocaka

will headquarter in Pittsburgh. He has managed the drycleaning department of a laundry, sold machinery and serviced laundries in the Pittsburgh area.

**Howard Robert Miller** will headquarter in Newark, Ohio. He has done sales-service in laundries and managed a plant for nearly six years.

**Kansas City:** Dean Melvin McCall has been superintendent since 1949 of two different laundries, and recently graduated from a National Institute of Drycleaning course. He will headquarter in Arkansas City,

**Super Safe FOR ALL FABRICS!**  
THE ONLY GRID PLATE  
THAT NEEDS **NO LINER**

AT NO PREMIUM PRICE!

**GROSS ALUMINUM STAR GRID-PLATES**  
FOR BETTER PRESSING

NOT \$30  
NOT \$25  
NOT \$20  
But the same  
LOW PRICE

of only **\$14.85**  
(up to 46")  
Over 46", \$19.25  
Mushroom, \$11.00  
From  
Your Jobber

#### GROSS STAR PLATES ARE BETTER!

- NO LINER NEEDED
- FREE FROM BURRS
- 90% FREE FROM "NICKEL" MARKS
- MAINTAINS PROPER HEAT
- GIVES A SOLID CREASE
- NEED NO REINFORCING
- AVOIDS SHINE ON CLOTHES
- ACID TREATED SURFACE
- 35% HARDER SURFACE
- WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
- MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
- COSTS LESS—LASTS LONGER THAN ORDINARY PLATES

#### GROSS STAR GRID PLATE for Better Pressing

MFG. BY L. BEHRSTOCK CO., 1708 S. STATE ST.  
CHICAGO 16, ILLINOIS TEL. DAHUR 6-6022



### BOCK EXTRACTOR

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO

*"Taubman"*  
**LAUNDRY MARKING PEN**  
used by **LEADING LAUNDRIES AND DRY CLEANERS**  
odorless black indelible ink  
• won't evaporate

perfect insurance against fugitives and strays

★ GREATER INK SUPPLY ★ MARKS DARKER, CLEARER  
★ WON'T WASH OUT ★ WON'T DRY OUT  
★ WRITES SMOOTHLY ON FABRIC OR PAPER

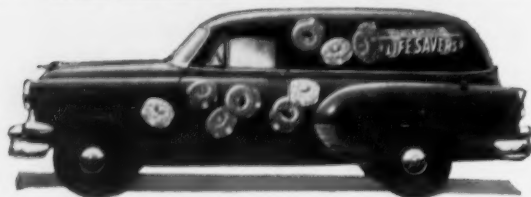
39¢  
BUY BY THE DOZEN \$4.68

Thru your Jobber or write direct giving Jobber's name

**SAMUEL TAUBMAN & CO.**  
1 WEST 34TH STREET,  
NEW YORK 1, N. Y.

# MEYERCORD DECAL TRUCK SIGNS

are "LIFE SAVERS" for large fleet operators!



## Meyercord New Outdoor-Halftone Decal Lends Startling Realism to Truck Signs

The giant Meyercord decal signs illustrating the Life Savers package and Life Savers confections are reproduced in 26 colors and extend across the main panels, doors and hood surfaces. Thanks to new Meyercord outdoor halftone decal process... remarkable realism is attained, coordinating with the company's publication and point-of-sale advertising.

### IMPORTANT SAVINGS IN TIME

The intricate Life Saver color combination formerly necessitated that each truck lay up in the paint shop for days; now the same designs are applied by the decal process in less than two hours... at a small fraction of the cost of hand painting. It will pay you to get the full facts about Meyercord decal designing and production experience. Let us give you the full story.



**Meyercord Decal Truck Sign Manual — FREE**  
Write today for your FREE copy of Meyercord's "Ads on Wheels" booklet. It shows Meyercord truck decals in actual color. Make profitable use of your "moving billboards". Address:

**THE MEYERCORD CO.**  
*World's Largest Decalomania Manufacturers*

Dept. M-517 5323 West Lake St., Chicago 44, Illinois

## PUT IT *on the Record!*

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

### NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

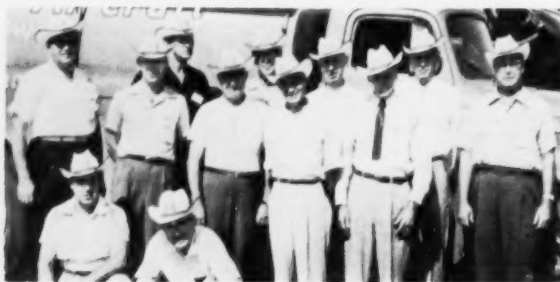
No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durable bound in heavy duck with leather covers .....	\$ 6.00
No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbled binding .....	1.50
LOOSE LEAF BINDER .....	5.00
LOOSE LEAF SHEETS: 100 .....	2.50
ALL PRICES 250 .....	5.00
PREPAID 500 .....	9.00
1000 .....	15.00

*Send orders with remittance to:*

**NATIONAL CLEANER & DYER**  
304 East 45th Street, New York 17, N. Y.

Kans., the announcement states. has served the laundry industry New York: Byron A. Kirk for nine years.

### Texas Laundrymen on International Harvester Flight



These Texas business executives traveled to Bridgeport, Conn., to inspect a plant where Metropolitan bodies are manufactured for International Harvester truck chassis.

Included in the group, which represented a cross-section of Texas business operations, were Joe Ashmore of Peerless Laundry, Dallas (kneeling at far left in the above photo) and Fred Page of Imperial Laundry, Houston (front row, far right).

M. D. Dean and J. S. Turner, managers of International Harvester's Dallas and Houston motor truck districts, respectively, were hosts on the departure from Dallas by IH plane.

### Colgate Appoints Egan to New Post



W. T. EGAN

Palmolive Company, Jersey City, N. J., and the appointment of W. T. Egan as director of packaging have been announced by William L. Sims, II, president of the company.

Mr. Egan joined the Colgate organization in 1916 and has been an assistant research director since 1950. As director of packaging he will coordinate all packaging operations, which were formerly handled in several departments.

In announcing creation of the new packaging organization, an element of the Research and Development Department, Mr. Sims said that the move resulted from increased emphasis on the role of packaging in attracting customers and making sales.

### Manitowoc Distributors Take Refresher Course



John DeAngelo (left) and Andy Hirsch (far right) of the machinery Co., Inc., sales staff posed with Manitowoc Engineering Corporation's pilot Ma-

son L. Ashford before take-off for Chicago, where Manitowoc delivered them in time to catch an airline flight back to New York.

Mr. DeAngelo and Mr. Hirsch led off this year's series of visits by Metropolitan staff members who are participating in refresher courses at the Manitowoc factory in Manitowoc, Wis. Courses of this type are part of a practice started early in Metropolitan's career as a distributor of Manitowoc drycleaning equipment.

During their stay in Manitowoc the salesmen visited and inspected drycleaning equipment production and assembly lines, and were guided through other portions of the plant.

### Tri-State Expands Sales Organization



THOMAS MOORE



GARLAND WILSON

Tri-State Distributing Co., 1400 Calzona St., Los Angeles, Calif., has expanded its sales staff.

Tom Moore has been transferred from a local territory to "Salesman at Large," covering the complete distribution area of Southern California, Nevada and Arizona.

Garland Wilson, formerly a field representative for The Roberts Co., is replacing Mr.

Moore, and will serve portions of Los Angeles, Glendale, Montrose, Tujunga, La Crescenta, Ventura and Santa Barbara Counties.

According to Lowell Johnson, president and spokesman for Tri-State, "This expansion of sales personnel will allow us to increase service to our customers and is in keeping with our over-all expansion and sales program."

### Worthington Promotes Two in Sales



WILLIAM F. BISHOP



ROBERT C. HUGHES

Matthew M. Lawler, vice-president in charge of the Air Conditioning and Refrigeration Division of Worthington Corporation, Harrison, N. J., has announced the promotion of William F. Bishop to manager of national account sales, and of Robert C. Hughes to manager of sales training.

Mr. Bishop joined Worthington in 1939 as manager of distribution in the Air Conditioning and Refrigeration Division, and was later transferred to the company's Holyoke Works in Massachusetts where he served as assistant division manager.

Mr. Hughes has been with Worthington since 1953. Prior



**"This office is a madhouse!**

Quick, somebody, tell the boss about DIAMOND Orthosilicate!"

Good idea! Laundries run smoother, get clothes cleaner. Want proof? Call your DIAMOND ALKALI distributor today!

**REQUIRES LITTLE FLOOR SPACE!**

**UNI-MAC TWIN**



Now, the washer that washes and damp-dries 90 to 120 lbs. per hour, yet occupies a minimum amount of space! Only 60" long, 28" wide, 40½" high. Ample 16 inch depth of washing compartments. Cuts costs, has 8 times the capacity of ordinary 'home' units. Two completely separate tubs for fast, economical production.

Write for full details on

**AMERICA'S MOST ADVANCED WASHER!**

**UNI-MAC CO. • P. O. BOX 4977 A • FORT LAUDERDALE, FLA.**

**Polymark**

**The world's finest temporary marking machine**

A complete and proven system to give you greatest economy, accuracy and speed in every laundry operation.

Polymark Division

**PINNACLE PRODUCTS CORP.**

36 Grand Street, White Plains, N. Y.

1515 Gardena Ave., Glendale, Calif.

Canada: Simmonds Products of Canada, Ltd. 5800 Monkland Ave., Montreal



Our salesman will be happy to plan a sample system for you, without obligation, or write for brochure.

## These helpful booklets Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

1. "How To Clean Cotton Rugs".....\$ .25  
step-by-step instructions for handling  
shag rugs
2. "Manual for Training Silk Finishers". 1.00  
how to turn out top quality finishing  
on all garments
3. "Profitable Alterations" ..... .50  
how to make money on repairs
4. "The Laundry Primer" ..... .50  
ABC's of washroom operation
5. "Storage for the Drycleaner" ..... .50  
guide to vault installation and operation
6. "Guide To Plant Layout"..... 1.00  
in color; how to make your drycleaning  
plant more efficient
7. "How To Train Finishing and Folding  
Operators in the Laundry"..... 1.00  
shirts, flatwork, wearing apparel—  
how to produce top quality finishing

For one or more of these informative  
books—circle number and mail coupon

### STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, New York 5.9

Send books indicated below.

My check for \_\_\_\_\_ enclosed.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Name \_\_\_\_\_

Firm \_\_\_\_\_

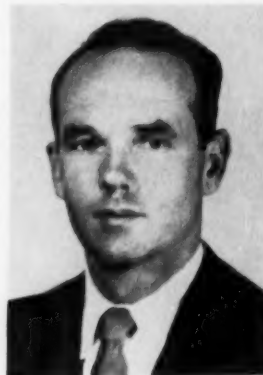
Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

to his promotion he served in the air-conditioning division. Mr. Bishop and Mr. Hughes are both members of the American Society of Refrigeration Engineers.

### Oakite Appoints New Representatives



J. C. MULLARKEY



C. L. BLASINGAME

Oakite Products, Inc., manufacturer of industrial cleaning and related materials, has appointed three new technical service representatives.

John C. Mullarkey has been assigned to the Phoenix, Ariz., territory; Charles L. Blasingame is now servicing Dayton, Ohio,

accounts, and John A. Price has been assigned to serve food industry accounts in the West Chicago area.

The new representatives recently completed an eight-week training course at Oakite's New York headquarters and in the field.

### Beach Represents Flexible Steel

Donald J. Beach, who has been traveling the Midwestern states for five years, will cover Michigan, Indiana and western Kentucky for Flexible Steel Lacing Company, Chicago, Ill.

Mr. Beach, a factory- and field-trained representative, has also worked with the home office during the summers while attending Beloit College before and after his military service.

## Convention Calendar

New York State Launderers & Cleaners  
Association, Inc.  
Otesaga Hotel  
Cooperstown, New York  
September 30-October 2, 1955

Indiana Quick Service Laundry Association  
Hotel Delaware  
Muncie, Indiana  
October 8-9, 1955

Kentucky State Laundry & Cleaners Association  
Phoenix Hotel  
Lexington, Kentucky  
October 28-29, 1955

Institute of Industrial Launderers  
Fontainebleau Hotel  
Miami Beach, Florida  
November 17-21, 1955

American Institute of Laundering  
Philadelphia Auditorium

STARCHROOM LAUNDRY JOURNAL



Philadelphia, Pennsylvania  
November 18-20, 1955

National Association of Institutional Laundry Managers  
Hotel Sylvania  
Philadelphia, Pennsylvania  
November 18-20, 1955

Indiana Dry Cleaning and Laundry Institute  
Severin Hotel  
Indianapolis, Indiana  
December 2-4, 1955

## Obituaries

**William Gillespie Conover**, 85, retired official of the Pilgrim Laundry, died at his home in Roxborough, Pennsylvania, on August 14. Mr. Conover was past president of the Philadelphia Laundryowners Exchange, of the Pennsylvania Laundryowners Association for many years, and of the American Institute of Laundering for two terms, back in the days when it was known as the Laundryowners National Association. He was a member of the Pennsylvania Society of the Order of Founders and Patriots of America and the Pennsylvania Society of Sons of the Revolution. Surviving are his wife, a son and a daughter.

**Herbert J. French**, 62, vice-president of The International Nickel Company, Inc., and assistant vice-president of The International Nickel Company of Canada, Limited, died on August 17. Mr. French joined International Nickel in 1929 as a member of the company's research laboratory at Bayonne, New Jersey. He became vice-president of The International Company, Inc., in March 1947, and assistant vice-president of The International Nickel Company of Canada, Limited, in January 1947. He was the author of over 50 technical papers and two books related to metallurgical subjects, and held various patents on metallurgical developments for International Nickel. Mr. French was a member and past president of the American Society for Metals, a member of the American Iron and Steel Institute, American Society for Testing Materials, and the American Institute of Mining and Metallurgical Engineers. He is survived by his wife and son.

**Samuel Hanse**, 73, founder and president of Separate Sanitary Laundry Company, Paterson, New Jersey, died recently.

**Joseph Rosoff**, 68, former laundry operator, died at his home after a long illness. Mr. Rosoff operated Reliable Laundry, North Bergen, New Jersey, until his retirement six years ago.

**Fred S. Schudel** of Schudel's, Inc., Decatur, Illinois, died on August 14. Mr. Schudel was a past president of the Illinois Laundry Association. His survivors include his wife and sons.

**Steven Silvay, Sr.**, owner of Royal Laundry, Bayonne, New Jersey, died recently. Mr. Silvay was former co-partner of DeWaters and Hoffman and the Economy Laundries. He is survived by his wife, two daughters and two sons.

**L. L. Wagner**, 63, chairman of the board and former president of the Southern Service Company, Pomona, California, died on August 1. Mr. Wagner started his affiliation with the company in 1919 as a salesman, and in 1948 became chairman of the board. He had been inactive for the past three years because of ill health. Mr. Wagner was a past president of the California Laundryowners Association, and a member of the San Diego Shrine and Elks. Surviving are his wife, son and daughter.

September 15, 1955

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## LAUNDRIES and CLEANING PLANTS FOR SALE

**TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3014.** 472-2

Laundry and drycleaning plant doing \$100,000 annual volume. No competition. 3 new trucks, all new presses and washroom equipment. Modern brick building. Nice fur and woolen storage business. Holdenville Laundry & Cleaners, Holdenville, Oklahoma. 992-2

**LAUNDRY AND CLEANING plant.** Modern buildings and equipment. Volume \$235,000 has doubled last five years. Will continue. Only laundry in growing Southern California city. Ideal year-around climate. Profitable deal for laundrymen. Sell all or lease buildings. Terms. Only selling to retire. **ADDRESS, Box 968, STARCHROOM LAUNDRY JOURNAL.** -2

**THRIVING LAUNDRY PLANT** located in the Fort Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced, it is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS, Box 969, STARCHROOM LAUNDRY JOURNAL.** -2

Combination laundry and Sanitone cleaning plant, Colorado resort town. Only laundry in 60 miles. **ADDRESS, Box 966, STARCHROOM LAUNDRY JOURNAL.** -2

Retired laundry owner will sell plant near Los Angeles, doing over \$250,000 per year, \$30,000 down, balance terms. **ADDRESS, Box 955, STARCHROOM LAUNDRY JOURNAL.** -2

Buy this laundry, equipped, established 25 years. C. Fennel, Realtor, P. O. Box #305, Carlsbad-by-the-Sea, Calif. 922-2

**FOR SALE:** A-1 laundry, drycleaning, town 9,000, only one there. Grosses \$100,000, nets \$15,000. Pay for self 4 1/2 years. Terms. Owner's doctor says take a rest or else. Wonderful opportunity for good operator. J. O. Shaw, Elk City, Oklahoma. 954-2

**ROCHESTER, N. Y., LAUNDRY PLANT FOR SALE.** Gross \$20,000 per year. Present equipment can handle \$40,000 annual business. Total price \$25,000. **ADDRESS, Box 1020, STARCHROOM LAUNDRY JOURNAL.** -2

## HELP WANTED

Superintendent, laundry. Located in western New York State. Desires experienced man capable of building organization and supervising all departments in production and quality control. Salary open. **ADDRESS, Box 976, STARCHROOM LAUNDRY JOURNAL.** -7

**MANAGER** for modern, well-established laundry, 25 miles north of Boston, Mass. Average 22,000 pounds per week, all family work. State age, experience and references. Excellent salary and future. **ADDRESS, Box 1013, STARCHROOM LAUNDRY JOURNAL.** -7

**EXPERIENCED CAPABLE MAINTENANCE MAN WITH COMPLETE KNOWLEDGE OF HIGH-PRESSURE BOILERS, IRONERS, WASHERS, DRIERS. EXCELLENT OPPORTUNITY. GOOD PAY. LOCATION, CONNECTICUT. ADDRESS, Box 1014, STARCHROOM LAUNDRY JOURNAL.** -7

Laundry manager—able to assume full production responsibility. Technical knowledge plus supervisory and managerial ability essential. 4 good routes, 2 stores. Salary plus percentage. Progressive city in Delaware. **ADDRESS, Box 1023, STARCHROOM LAUNDRY JOURNAL.** -7

## SITUATIONS WANTED

Laundry superintendent, young married man, college education, over 20 years experience in all phases of laundry industry, seeks position with opportunity for future. Willing to relocate. **ADDRESS, Box 971, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry and drycleaning manager to manage plant that is having trouble making ends meet. Have excellent record of decreasing productive payroll and increasing employee's wages, through knowledge of time study, wage incentives, sales promotion and employee relationships. Salary plus bonus arrangement. **ADDRESS, Box 1005, STARCHROOM LAUNDRY JOURNAL.** -5

Young man to manage family laundry and drycleaning plant. Experienced in all phases of operations, including time study, wage incentives, sales promotion and quality work. Conscientious, dependable and responsible. Salary plus bonus arrangements on increased profits. **ADDRESS, Box 1006, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry and drycleaning manager—can assume responsibility for good production with high quality at low unit cost. Excellent background in employee relationship and sales promotion. Minimum salary \$8,000 with chance to buy some interest in organization later. **ADDRESS, Box 1007, STARCHROOM LAUNDRY JOURNAL.** -5

Experienced laundry and drycleaning manager under 35 years of age, desires to manage plant doing between \$3,000 and \$6,000 weekly volume. Can produce excellent results through time study and wage incentives. Minimum salary \$7,500 plus bonus arrangement. **ADDRESS, Box 1008, STARCHROOM LAUNDRY JOURNAL.** -5

**PLANT MANAGER** available early September—medium or large plant. An efficient hard-working executive is seldom available. Are your salesmen working with enthusiasm and your production employees efficiently supervised? Is your plant geared for profitable production? Sales management, production planning and control, methods, and time study are my requisites. Are these your problems? An enviable employer-employee relationship record. Ernest H. Spallholz, 12 Norwood St., Portland 5, Maine. 1009-5

Drycleaning and laundry manager desires responsible position in small or medium-sized plant that can offer a sound future. 10 years experience, have a thorough knowledge of all phases of the laundry and cleaning industry. Highest references. **ADDRESS, Box 1010, STARCHROOM LAUNDRY JOURNAL.** -5

Drycleaning manager, NID graduate both courses, 43 years of age, sober, industrious. Thoroughly experienced in cost and quality control. Can train help in every operation. 18 years experience. New York resident but will go anywhere. **ADDRESS, Box 1011, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry superintendent, Twin City, Minn., area. Large laundry doing both family and commercial work. Must have heavy experience in all phases of laundry operation. Salary commensurate with ability. **ADDRESS, Box 1012, STARCHROOM LAUNDRY JOURNAL.** -5

Manager with 20 years experience in all phases of laundry, linen supply and drycleaning, desires responsible position with progressive plant. All graduate, university engineer, modern technician, excellent employee relationships, highest references. **ADDRESS, Box 826, STARCHROOM LAUNDRY JOURNAL.** -5

**LAUNDRY AND DRYCLEANING SUPERINTENDENT, 25 YEARS EXPERIENCE, PRODUCTION AND QUALITY. CAN WORK ANY NATIONALITY.** Best of references. Prefer warm climate anywhere. **ADDRESS, Box 1022, STARCHROOM LAUNDRY JOURNAL.** -5

Plant and production manager, linen supply and steam laundry. 30 years of experience with largest organizations. All phases, ability and qualifications to organize and systematize. Can produce successful, efficient method. Will furnish best references. **ADDRESS, Box 1024, STARCHROOM LAUNDRY JOURNAL.** -5

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**SALES OPPORTUNITY IN INDUSTRIAL CHEMICALS. ATTRACTIVE OPENING IN LAUNDRY CHEMICAL INDUSTRY. NEED AGGRESSIVE, AMBITIOUS SALESMAN OVER 30. MUST KNOW COMMERCIAL LAUNDRY PRODUCTION. LAUNDRY SUPERINTENDENTS, SUPPLY MEN, TECHNICIANS AND CONSULTANTS QUALIFY TECHNICALLY. WORK WITH LAUNDRIES AND LAUNDRY SUPPLY DEALERS. REPRESENT NATIONALLY KNOWN MANUFACTURER OF INDUSTRIAL CHEMICALS. SELL AND DEMONSTRATE ALKALINE LAUNDRY DETERGENTS AND RELATED ITEMS. ESTABLISHED TERRITORY. DRAW, COMMISSION, EXPENSES. WRITE FOR INTERVIEW GIVING AGE, SELLING EXPERIENCE, LAUNDRY EXPERIENCE OR CONTACTS, INCOME REQUIREMENTS. ADDRESS, Box 766, STARCHROOM LAUNDRY JOURNAL. -14**

**FIELD SALESMAN, CHEMICAL SPECIALTIES—DYES.** For laundry and drycleaning trade, through jobber. Must have car and can travel. Salary, expenses, commission. State qualifications. **ADDRESS, Box 919, STARCHROOM LAUNDRY JOURNAL. -14**

**SALESMEN NOW CALLING ON LAUNDRIES TO REPRESENT WASHER TIMER CONTROL MANUFACTURER. GOOD TERRITORIES OPEN. EXCELLENT COMMISSION. ADDRESS, Box 1015, STARCHROOM LAUNDRY JOURNAL. -14**

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

**LAUNDRY SUPERINTENDENT OR AIL GRADUATE** interested in sales work with large national chemical company. Must be qualified to demonstrate washroom products. Salary and commission plus car and expenses, also retirement and insurance. Age range, 30 to 45 years. **ADDRESS, Box 1021, STARCHROOM LAUNDRY JOURNAL. -14**

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**STARCH BUILDUP** on your presses slows down your production. College Chemical's **CLENAFORM** will clean and keep clean your most troublesome unit. Send for your trial order today. Quart can only \$2.50. Two strengths, #5 with abrasive is strong and fast, #2 will keep your press-heads and forms shining. **B. & G. LIEBERMAN CO., Inc., 94-14 37th Ave., Jackson Heights, N. Y. 1016-8**

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**SHIRT COLLARS:** Complete Nonwilt, \$3.75 per dozen. **COLLARTOPS ONLY**, easier to install and look at the price: \$1.25 per dozen. In all sizes. Complete assortment of 8 dozen plus 1 dozen pair shirtcuffs, only \$10. Write for free sample. **B. & G. LIEBERMAN CO., Inc., 94-14 37th Ave., Jackson Heights, N. Y. 1017-42**

## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## BUSINESS SERVICE

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**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37**

## CARDING WIRE

**CARDING WIRE:** For curtain and blanket stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38**

## MACHINERY WANTED

**WANTED:** 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

## POWER PLANT EQUIPMENT FOR SALE

**BOILERS FOR SALE:** 1—Clevator Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Clevator Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

**FOR SALE:** 1 new 61 H.P. Kewanee firebox type boiler and 1 new 72 H.P. Erie City Economic boiler, manual, stoker, or oil-fired. Priced well below market. Gardner Machinery Corp., Box 932, Charlotte, N. C. 990-36

**BOILER—72 H.P. complete with IRON FIREMAN STOKER—Schaub return, fully automatic, all for \$750.** Can be seen in operation. Franklin Cleaners and Dyers, 1332 Sheffield Road, Aliquippa, Pa. 964-36

## MACHINERY FOR SALE

Ellis drier 50" lift-out extractor, stainless steel, 7½ H.P. motor, \$4,500. Baskets \$500 per set. 2 Monel Cascade washers, 4-pocket, belt drive, \$1,200 each. 4 solid-curb 28" extractors. Also Huebsch 2,000-gallon spring-type filter. All in excellent condition. **McINNES LAUNDRY, 2050 Greenmount Ave., Baltimore 18, Md. BElmont 5-2318. 994-4**

Complete set-up of latest model American Laundry Machinery clip equipment. 3 attaching and 2 detaching machines for shirts and wearing apparel, 67,000 clips, trays, trucks, cabinets and bins, excellent condition. New Method Service Co., Inc., 465 Bay St., Staten Island 4, N. Y. 995-4

**HANDKERCHIEF IRONER.** Huebsch 25" with fluffer, air-rotated boards, motor drive, 110-60-1 AC. Your chance to pick up a good rebuilt machine at a bargain price. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1001-4

**HOPKINS COMBINATION CURTIN-BLANKET STRETCHER—4 stretchers, size 6 x 10' double. CABINET and HEATER.** Must be sold at a sacrifice at once due to loss of lease. Come in and inspect stretcher now in operation. Quality Laundry, 482 Orange St., Newark, N. J. HU 2-6924. 1019-4

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is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

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**STARCHROOM LAUNDRY JOURNAL**

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# MACHINERY FOR SALE (Cont'd)

**FOR SALE:** 48 x 96" Henrici S.S. 3-pocket, motor-driven washer, Huebsch valves. Used but little, looks and runs like new. Gardner Machinery Corp., Box 932, Charlotte, N. C. 940-4

**FOR SALE:** Reconditioned 20" and 25" Huebsch handkerchief ironers. Gardner Machinery Corp., Box 932, Charlotte, N. C. 941-4

**FOR SALE:** Practically new Huebsch leather renovating tumbler, type A. Can also be used as a regular tumbler. Gardner Machinery Corp., Box 932, Charlotte, N. C. 942-4

**FOR SALE:** 1 Twin Cook open-end, 25 lb. each side, 1 20 lb. open-end, Monel metal American washer. All manually operated, fully reconditioned. Gardner Machinery Corp., Box 932, Charlotte, N. C. 943-4

**100" AMERICAN RETURN-APRON FLATWORK IRONER.** A splendid cylinder-type ironer, factory overhauled and in A-1 condition. Has ribbon feed, automatic stop, motor drive, any standard current. Priced low for quick sale. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1002-4

**AIR-DRIVEN PRESSES:** Forse 54" square-buck linen supply press, Forse 53" tapered garment press, Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849. 891-4

**FOR SALE:** 3 reconditioned Prosperity Power Circle 2-girl, air-driven shirt units. You can save plenty of money on these. Gardner Machinery Corp., Box 932, Charlotte, N. C. 866-4

American cylinder flatwork ironer, Tiltor shirt unit, Fantom Fast marking units with conveyor, Master shirt starcher, starch cooler and many other items. All bargains. American Fearless Laundry, 430 19th St., Birmingham, Alabama. Phone 3-7293. 901-4

**FOR SALE:** 3 NEW American air-driven, 2-girl shirt units. Priced right for big saving. Gardner Machinery Corp., Box 932, Charlotte, N. C. 867-4

American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. **SPECIAL PRICE \$1,795**, 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, **SPECIAL PRICE \$2,350**. Above machines motor driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666. 872-4

**42 x 190" HIGH-SPEED DRYING TUMBLER.** Non-recirculating type with 2-pocket, 2-door reversing cylinder, thermostatically controlled dampers, electro-mechanical brake, 4 sirocco-type fans, double-banked, continuous-tube steam coils, motor drive, 220-60-3 AC. Completely factory reconditioned and price reduced more than half. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1004-4

**USED MACHINES**—wood washers, 1—24 x 30" MD, 1—30 x 40" MD, 1—30 x 54" metal washer BD, 1—36 x 64 2-pocket metal washer MD, Extractors: 1—20", 1—24", 1—30", all MD. 1—36 x 24" steam-heated drying tumbler MD, open-end. **NEW MACHINES:** motor-driven 1—30 x 30" wood, \$565, metal, \$975, 1—30 x 40" wood, \$585, metal, \$1,050, 1—30 x 50" wood \$600, metal, \$1,125. Other sizes from 25 lbs. up. **ROBERT EWING & SONS, Inc.**, Troy, N. Y. 890-4

**BLANKET WASHER,** 42 x 42" American Hy-Lo with Monel tub and cylinder, 3—"Y" pockets, 3 sliding cylinder doors, thermostatic mixing valve, water-level gauge, motor drive, 220-60-3 AC. Speed variation by gear-shift lever. In A-1 condition, yours at big saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 999-4

**AMERICAN LATEST TYPE STREAMLINED 6-ROLL 190" IRONER, COMPLETE WITH CANOPY. USED LESS THAN 3 YEARS. REBUILT AND READY FOR PROMPT DELIVERY.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 982-4

**AMERICAN CASCADE MONEL METAL WASHERS** 36 x 64" and 32 x 54", 2-compartment, 2-door. **REBUILT, IN NEW MACHINE CONDITION. NEW ELECTRICAL EQUIPMENT.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 983-4

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**45" HOFFMAN EXTRACTOR.** Amico open-top type, with steel curb, copper basket, V-belt motor drive, 220-60-3 AC. Completely factory rebuilt. A real buy. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1000-4

**16 x 100" American 2-girl return-type ironers.** Excellent condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 808-4

For sale: 2 laundry driers, 1 American Laundry Zone-Air drying tumbler, 36 x 18", made in 1943, motor-driven blower, 110 volt, 60 cycle, single phase, 4 steam coils and lint screen, capacity 20 lbs. in 18 minutes, condition good, reasonably priced; 1—American Laundry 26" centrifugal drier made in 1943, belt-driven, capacity 40 lbs. in 15 minutes, condition good, reasonably priced. Terms F.O.B. truck, Waterbury, Conn. Both may be inspected at our main plant. Scovill Manufacturing Co., 99 Mill St., Waterbury, Conn. 996-4

**48" Troy, motor-driven, open-top extractor, rebuilt. GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 807-4

**2—16 x 50" American return-feed flatwork ironers.** Brand-new at less than half original cost. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 809-4

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**24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

**Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS** with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

**AMERICAN and TROY 5-Roll 100" IRONERS,** ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

**UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

**48 x 42" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

**36" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

**FOR SALE:** 1 NEW American 50" Notrux extractor with extra sets containers. Monorail and 1-ton power lift. Real bargains. Gardner Machinery Corp., Box 932, Charlotte, N. C. 863-4

**20 x 20" WASHER.** American end-loading with wringer. Monel metal tub and cylinder, fabricated steel frame, motor drive, 115-230V-60-1 AC, with reversing header. Used very little, yet yours at over \$200 saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 997-4

American and Bishop 25 gal. starch cookers, brand-new, \$99.50 each. **ADDRESS, Box 937, STARCHROOM LAUNDRY JOURNAL.** -4

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**AMERICAN 120"**, 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

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